

Module Details	
Module Title	Interactive Services Marketing
Module Code	MAR6011-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Marketing
FHEQ Level	FHEQ Level 6
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	24
Online Tutorials (Synchronous)	6
Tutorials	6
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
ONA	College of Banking and Financial Studies / Semester 2

Module Aims
To provide a critical evaluation and understanding of the key issues in services marketing and the marketing principles and theories specifically applied to service organisations. To develop knowledge of service marketing concepts and theories and enable you to apply service marketing techniques and principles in developing strategies within service organisations.

Outline Syllabus

- * Uniqueness of service marketing
- * Frameworks for customer's experiences
- * Marketing strategies for services
- * Service performance
- * Fluctuating demand
- * Leveraging people
- * Designing service setting
- * Managing the customer mix
- * Setting price Promoting services
- * Service quality
- * Service recovery
- * Studying service failure and success
- * Global service issues

Learning Outcomes

Outcome Number	Description
01	a) Critically evaluate the key marketing issues relating to service industries; b) Understand the key challenges in services marketing; and c) Demonstrate critical understanding of the development of the research in the discipline;
02	a) Systematically apply service marketing and strategic tools to a service organisation, gaining experience of the formulation and application of Service marketing principles; b) Identify and evaluate the service marketing features of service organisations
03	a) Effectively define problems, engage in and evaluate decision making process; b) Effectively use information from various sources to enhance decision making; c) Effectively present and communicate your ideas and arguments; and critically evaluate your role within a group and effectively contribute to the goal of the group

Learning, Teaching and Assessment Strategy

Online lectures will provide information for you to build your knowledge of service marketing issues and develop critical awareness of service marketing dilemmas within organisations (Learning Outcome 1a,1b,1c). The module addresses ESD through content on ethics and CSR.

Tutorials (both on campus and online) will provide you with the opportunities to; further investigate these concepts, explore their application within organisations and further develop your analytical and critical evaluation skills (Learning Outcomes 1a,1b,1c,2a,2b).

Formative feedback given through tutorial work and group activities will help you to develop collaborative and presentation skills (Learning Outcomes 3a,3b,3c).

Directed study will encourage you to appreciate the complexity of services marketing principles as they apply to and are implemented by organisations (Learning Outcomes 1a,1b,1c,2a,2b).

Your learning is assessed by a individual assignment (all learning outcomes). Supplementary assessment if required is to repair deficiencies in the original submission.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Assignment (3000 words)	N/A	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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