

Module Details	
Module Title	Interactive Services Marketing
Module Code	MAR6011-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

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

- * Consumer Behaviour in Services
- * Customer Expectations and Perceptions of Services
- * The Gaps Model of Service Quality
- * Building Customer Relationships and Service Blueprints
- * Listening to Customers & Customer Defined Service Standards
- * Customers' Roles in Service Delivery
- * Delivering Services through Electronic Channels and Intermediaries
- * Physical and Virtual Servicescape
- * Managing Demand and Capacity
- * Service recovery
- * Managing Internal and External Communications
- * Pricing of Services
- * Ethics and CSR in services

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 in a logical and structured form;

Learning, Teaching and Assessment Strategy

The 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.

The tutorials 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	Weighting
Summative	Coursework - Written	Individual Assignment (3000 words)	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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