

Liverpool John Moores University

Title: SERVICES MARKETING
Status: Definitive
Code: **6513CP** (103597)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Practical	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group Report	40.0	
Presentation	AS2	Group Presentation	10.0	
Exam	AS3	Examination	50.0	2.00

Aims

To develop in learners a comprehensive knowledge and understanding of the unique aspects and challenges inherent in services marketing.

To enable learners to develop the ability to think critically and strategically about opportunities and issues that emerges in the services marketing sector.

To enable learners to develop a framework for utilising services marketing to create a competitive advantage.

To enable learners to evaluate developments in services strategies and consumer trends and understand how these developments affect marketing organisations in decision making.

To provide learners with the knowledge and skills to be able to critically evaluate services marketing models and understand their implications for marketing management.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the unique characteristics of services and how they contribute to marketing strategies.
- 2 Critically evaluate the environmental forces transforming the services sector and their impact on a service organisation.
- 3 Apply services marketing processes to the development of an effective marketing strategy.
- 4 Explain the nature of core services marketing models and concepts and their implications for marketing decisions
- 5 Appraise contemporary services marketing models and relate them to current industry practice.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

GROUP REPORT	2	3	4	
GROUP PRESENTATION	4			
EXAM	1	2	4	5

Outline Syllabus

1. Introduction to the Nature of Service Marketing

The Global Service Economy. Defining a service. Characteristics of services and potential marketing solutions to overcome the challenges of services marketing. The extended marketing mix for services. Marketing, operations and human resources interdependence.

2. Understanding the Service Experience

The three-stage model of service consumption. Perceived risk in service consumption. Factors influencing customer expectations of service. Theatre as a metaphor for service delivery.

3. Designing the Service

Product Core and supplementary elements of the service product. Branding strategies. New service development.

4. Pricing Strategies for Profitability.

The pricing tripod. Net Value. Pricing issues. Revenue management and rate fences. Ethical concerns in pricing.

5. *The Communications Mix for Services*

Setting communications strategy. Electronic media in service marketing communications. Guidelines for service advertising.

6. *Distribution in a Services Context*

Physical and electronic channels. The role of intermediaries. International distribution.

7. *Service Positioning*

Positioning the service brand for strategic advantage. Perceptual maps as a tool. Repositioning a service brand.

8. *Service Processes Flowcharting and blueprinting.*

Failure proofing. The customer as co-producer of the service. Self-service technologies.

9. *Balancing Demand and Productive Capacity*

Adjusting productive capacity to match demand. Managing demand levels. Waiting lines and reservations.

10. *Physical Evidence of Service Roles of the servicescape.*

Understanding servicescape effects on behaviour. Physical evidence strategy.

11. *Managing the Service*

Employee role stress in boundary-spanning roles. The service talent cycle. Service leadership and culture.

12. *Service Quality, Productivity and CRM*

Defining service quality. Closing service quality gaps. Improving service productivity. Relationship building, customer satisfaction, and customer loyalty in the service context. Complaint handling and service recovery. Service guarantees.

Learning Activities

Lectures and practicals.

References

Course Material	Book
Author	Lovelock, C., & Wirtz, J.
Publishing Year	2011
Title	Services Marketing
Subtitle	People, Technology, Strategy
Edition	7th
Publisher	Prentice-Hall
ISBN	

Course Material	Book
Author	Zeithaml, V., Bitner, M.J., & Gremler, D.D.
Publishing Year	2012
Title	Services Marketing
Subtitle	Integrating Customer Focus Across the Firm
Edition	6th
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Palmer, S.
Publishing Year	2012
Title	Principles of Services Marketing
Subtitle	
Edition	6th
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Fitzsimmons, J.A., & Fitzsimmons, M.J.
Publishing Year	2011
Title	Service Management
Subtitle	Operations, Strategy, Information Technology
Edition	7th
Publisher	McGraw-Hill
ISBN	

Notes

To develop a holistic understanding of marketing in all contexts, learners need a thorough understanding of both product and services marketing. This module will develop in learners an understanding of the unique nature of services and the particular strategic and tactical marketing challenges in managing service organisations. It will equip learners with the knowledge and skills for managing and implementing marketing approaches in the service sector.