

## Liverpool John Moores University

Title: SERVICES MARKETING  
Status: Definitive  
Code: **7501KFMMK** (107584)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial Manchester

Team	Leader
Peter Simcock	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	individual course work	100.0	

### Aims

*To provide students with a thorough knowledge and understanding of:-*

*the nature of the service economy  
consumer behaviour in services marketing  
service classification  
enhanced mix for services marketing  
service quality*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Classify services in strategically useful ways
- 2 Understand and apply principles of consumer behaviour in services
- 3 Critically analyse and apply principles of service quality
- 4 Understand and apply techniques of new service development
- 5 Understand the role of the consumer in the service provision and service quality
- 6 Appraise the importance of relationship marketing and customer retention and apply the techniques
- 7 Critically analyse and apply techniques in capacity management in services
- 8 Understand, analyse and apply pricing techniques in services

### Learning Outcomes of Assessments

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

Essay	1	2	3	4	5	6	7	8
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### Outline Syllabus

*Growth and importance of the service sector*  
*Classifying services for strategic insights*  
*Marketing mix for services*  
*Consumer buyer behaviour and decision-making in services*  
*New service development*  
*Relationship marketing and retention of customers*  
*Capacity management*  
*Managing physical evidence*  
*Customers' and Employees' role in services*  
*Pricing strategies and techniques in services*  
*Issues in marketing communication within services*

### Learning Activities

Interactive lectures and case study materials

Formative Assessment: Students can meet with the tutor to discuss any aspect of the course as well as their assignment.

### References

<b>Course Material</b>	Book
<b>Author</b>	Zeithaml & Bitner
<b>Publishing Year</b>	2002
<b>Title</b>	Services Marketing- Integrating Customer Focus Across

	the Firm
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gronroos
<b>Publishing Year</b>	2000
<b>Title</b>	Service Management and Marketing: a customer relationship management approach
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley
<b>ISBN</b>	

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### Notes

A comprehensive and thorough module which explores the leading issues in modern services marketing.