# Liverpool John Moores University

Title:	SERVICES MARKETING
Status:	Definitive
Code:	<b>7507MK</b> (103663)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool Business School
Teaching School/Faculty:	Dublin Business School

Team	Leader
Peter Simcock	Y

Academic Level:	FHEQ7	Credit Value:	15.00	Total Delivered Hours:	30.00
Total Learning Hours:	150	Private Study:	120		

## **Delivery Options**

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

## 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 critical appreciation 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 Demonstrate knowledge of and apply principles of consumer behaviour in services
- 3 Critically analyse and apply principles of service quality
- 4 Demonstrate in-depth knowledge of the techniques of new service development
- 5 Appreciate 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 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**

•Introduction to Services

- •The Integrated Gaps Model of Service Quality
- •Service Consumer Behaviour
- •Consumer Expectations of Service
- •Consumer Perceptions of Service
- •Services Marketing Research
- •Service Recovery
- •Service Development and Design
- Physical Evidence and The Servicescape
- •Managing People in Service Organisations
- •Integrated Service Marketing Communications
- Pricing of Services

## **Learning Activities**

Interactive lectures and case study materials.

### References

Course Material	Book
Author	Bitner, M.J & Zeithmal
Publishing Year	0

Title	Services Marketing
Subtitle	Integrating customer focus across the firm.
Edition	5th edition International Edition
Publisher	Mc Graw-Hill Higher Companies, New York, USA.
ISBN	

Course Material	Book
Author	Lovelock, C. H. and Jochen Wirtz
Publishing Year	2006
Title	Services Marketing
Subtitle	people, technology, strategy
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Lovelock, C. H. and Jochen Wirtz
Publishing Year	2006
Title	Essentials of Services Marketing
Subtitle	
Edition	6th Edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Palmer A
Publishing Year	2005
Title	., Principles of Services Marketing
Subtitle	
Edition	4th Edition
Publisher	McGraw-Hill Higher Education
ISBN	

# Notes

Interactive lectures and case study materials.