

Liverpool John Moores University

Title: SERVICES MARKETING
Status: Definitive
Code: **7507MK** (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

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.