



Course Descriptor MRKT310 Services Marketing

Proposed Academic Year	2020/21	Last Reviewed Academic Year	2019/20
Course Code	MRKT310	Course Title	Services Marketing
Credit hours	3	Level of study	Undergraduate – Year Four
College / Centre	COBA	Department	Management
Co-requisites	None	Pre-requisites	MRKT201

1. COURSE OUTLINE

This course examines the important and growing role services marketing plays in consumer and organizational target markets. Discussing current issues in services marketing and customer service strategies, this course focuses on effective customer relationship management; key service delivery elements; and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses. Services permeate every aspect of our lives. In fact, most of us enter life via a service encounter and spend the rest of our lives experiencing varying service encounters. Services are so pervasive that only when they start to fail do we realize our dependence on them. World economies are becoming increasingly services dominated, and virtually all companies view services as critical to customer retention. However, it is recognized that the marketing of services presents unique challenges that traditional goods marketing does not address. In studying services marketing, you will learn how different frameworks and analytical procedures can be best used to examine the varied challenges faced by managers in different service settings.

2. AIMS

- Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
- Describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
- Design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
- Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
- Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing.
- Conduct a services audit plan for a service firm.
- Integrate course concepts into individual performance to become better customer service representatives in the service environment.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Understand and Recognize the important role customer loyalty plays in driving a service firm's profitability. Understand why customers are loyal to a particular service firm.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
2. Understand and appreciate why it is so important for service firms to target the "right" customers.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation



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3. Understand the part played by Customer Relationship Management (CRM) systems in delivering customized services and building loyalty.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
4. Understand the relationship between customer satisfaction and loyalty.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
5. Understand Product and Service Strategy, New-Product Development and product life-Cycle Strategies	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
TOTAL	100%

5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:

Grading system

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49



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6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	INTRODUCTION AND OVERVIEW OF COURSE Chap 1: Introduction to Services Marketing	3
2	Chap 2: Consumer Behavior in a Services Context	3
3	Chap 3: Positioning Services in Competitive Markets	3
4	Chap 4: Developing the Service Concept: Core and Supplementary Elements	3
5	Chap 5: Distributing Service Through Physical and Electronic Channel	3
6	First Mid-Term test	3
7	Chap 6: Setting Prices and Implementing Revenue Management	3
8	Quiz Chap 7: Promoting Services and Educating Customers	3
9	Class Discussion and Solving Case study Class presentation	3
10	Part III: Managing the Customer Interface Chap 8: Developing and Managing Service Processes	3
11	Chap9 :Managing People for Service Advantage	3
12	Class Discussion and Solving Case study Class presentation	3
13	Part IV: Implementing Profitable Service Strategies Chap 10: Managing Relationships and Building Loyalty	3
14	SECOND MID TERM EXAM	3
15	Preparation for Final Exam Course Summary & Review	3
16	Preparation for Final Exam Course Summary & Review	3
	TOTAL HOURS	48
1 - 15	Plus RECOMMENDED INDEPENDENT STUDY HOURS	48
	TOTAL COURSE HOURS	96



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7. RECOMMENDED READING

Core text/s:

Wirtz, J. and Lovelock, C.H. (2017), *Essentials of Services Marketing, Global Edition*, Pearson Education Limited, available at: <https://books.google.com.om/books?id=8A4rDwAAQBAJ>.

Library + online resources:

Hoffman, K.D. and Bateson, J.E.G. (2016), *Services Marketing: Concepts, Strategies, & Cases*, Cengage Learning, available at: <https://books.google.com.om/books?id=H7caCgAAQBAJ>.

Zeithaml, V., Bitner, M.J. and Gremler, D. (2012), *Services Marketing: Sixth Edition*, Prentice-Hall, available at: <https://books.google.com.om/books?id=5ZY0AAAAQBAJ>.

Open Educational Resources:

<https://www.marketing-schools.org/types-of-marketing/services-marketing.html>

<https://www.educba.com/marketing/>