



Course Outline

Marketing and International Business

School of Business & Economics

MKTG 4410 - **3.00** - Academic

Services Marketing

Rationale

Annual update of standard course outlines in SOBE

Course description and requisites changed

Calendar Description

Students develop a thorough understanding of the extended marketing mix and service quality in service businesses. Topics include new perspectives on services marketing; consumer behaviour in a service context; positioning services in competitive markets; developing service products; distributing services through physical and e-channels; the pricing and promotion of services; designing and managing service processes; balancing demand and productive capacity; crafting the service environment; managing people for service advantage; and service quality.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Define and explain service markets, products, and customers.
2. Analyze the three-stage model of service consumption.

3. Develop an effective positioning strategy in the service market.
4. Explore flower of services.
5. Discuss what determines customers' channel preferences.
6. Formulate service pricing strategies.
7. Diagnose the communication mix elements available via service delivery channels.
8. Appraise customer service processes.
9. Examine the building blocks of dealing with the problem of fluctuating demand.
10. Measure consumer responses to service environment.
11. Investigate the factors contributing to the difficulty of front-line work.
12. Apply the gaps model to measure service quality.

Prerequisites

MKTG 2430-Introduction to Marketing or equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

BBUS 4410-Services Marketing
MKTG 4411-Services Marketing

BBUS 4411-Services Marketing

Texts/Materials

Textbooks

1. **Required** Jochen Wirtz, Patricia Chew, and Christopher Lovelock. *Essentials of Services Marketing*, 2nd ed. Pearson Prentice Hall, 2013

Student Evaluation

The Course grade is based on the following course evaluations.

Tests/mid-term/quizzes/final exam 40-70%

Case studies/research projects/assignments 15-30%

Class attendance/participation 0-10% Final

research project 20-30%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent. If there is a final exam, students must pass the final exam to pass the course.

Course Topics

1. New Perspectives on Marketing in the Service Economy
 - Defining services marketing
 - Extended marketing mix required for services
 - Marketing challenges posed by services

Integration of marketing with other management functions

2. Consumer Behaviour in a Service Context

- Three-Stage model of service consumption

3. Positioning Services in Competitive Markets

- Market segmentation
Service attributes in the service markets
- Service attributes in the service markets
- Effective positioning strategy
- Using positioning maps to analyze competitive strategy

4. Developing Service Products

- Flower of services
- Branding service products and experiences
- New service development

5. Distributing Services through Physical and e-Channels

- Deliver services in cyberspace
- Place and time decisions
- Role of intermediaries
- Options for service delivery

6. Setting Prices and Implementing Revenue Management

- Pricing strategy
- Ethical concerns in service pricing Revenue
 - management
 - Putting service pricing into practice

7. Promoting Services and Educating Customers

- Challenges of services communications
- Marketing communications planning
- Marketing communications mix
- Role of corporate design

8. Designing and Managing Service Processes

- Flowcharting customer service processes
- Service process redesign
- Self-service technologies

9. Balancing Demand and Productive Capacity

- Fluctuations in demand threaten service productivity
- Managing capacity
- Inventory demand through waiting lines and queuing systems

10. Crafting the Service Environment

- Servicescapes
- Understanding consumer responses to service environments
- Servicescape model

11. Managing People for Service Advantage

- Factors contributing to the difficulty of frontline work
- Service leadership and culture
- Service employees

12. Service Quality

- Gaps model
- Measuring and improving service quality
- Hard measures of service quality

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20