

MKT363e Services Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

In traditional goods marketing, you have already learnt about the 4 Ps of marketing, namely product, price, place and promotions. The unique characteristics require another 4 additional Ps, namely people, processes, physical environment, and productivity and quality. Students will learn how service marketers can make use of all 8 Ps to position their services. In addition, students will understand how to manage and build loyalty, and have an effective service recovery and customer feedback system in place.

Topics:

- Introduction to Services Marketing
- Consumer Behaviour in a Services Context
- Developing Service Products
- Distributing Service through Physical and Electronic Channels
- Setting Prices and Implementing Revenue Management
- Promoting Services and Educating Customers
- Designing and Managing Service Processes
- Balancing Demand against Productive Capacity
- Crafting the Service Environment
- Managing People for Service Advantage
- Managing Relationships and Building Loyalty
- Complaint Handling and Service Recovery
- The GAP Model

Textbooks:

: Essentials of Services Marketing PEARSON
ISBN-13: 9781292090061

: Essentials of Services Marketing PEARSON
ISBN-13: 9781292090061-AA

Learning Outcome:

- Distinguish service products, consumers and markets.
- Develop an understanding of the 4 Ps necessary for delivering service excellence.
- Organise the customer interface.
- Differentiate service quality management as the basis for developing customer satisfaction, and develop skills in service quality measurement for continuous improvement.
- Discuss the importance of customer loyalty and retention, service recovery, customer relationship development and the role of internal marketing.
- Examine profitable service strategies.
- Organise information from different areas of services marketing and apply it to solve particular service problems.
- Apply marketing principles and practices to real and hypothetical situations.
- Organise information and apply them to particular marketing scenarios.
- Develop course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Show written proficiency.
- Prepare oral presentations in areas related to services marketing.

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**