

MODULE DESCRIPTOR

MODULE TITLE	Marketing of Services		
MODULE CODE	MK3013 (L6)	CREDIT VALUE	20 Credits/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module stresses the distinctiveness of services marketing from tangible goods marketing. Practical application of theoretical services marketing material is examined within a diverse range of sectors including financial services, hotels, restaurants, airlines, universities, theme parks, and charities. Management of customer satisfaction and perceived service quality are themes that are interwoven into all of the components of the module syllabus. The module endeavours to provide a challenging and supporting learning environment for students by enhancing the key skills and subject knowledge appropriate to pursuit of a career in services marketing.

MODULE CONTENT

INDICATIVE CONTENT

Fundamental differences between Products and Services

- Physical Evidence/The Services cape
- Processes/People
- Developing the Service Communications Mix
- Researching Service Markets
- Pricing Strategies For Services
- Marketing Services Internationally
- Branding Services
- Non-Profit Sector (Arts/Charities Etc.) & other sectors
- Relationship Marketing/Internal Marketing
- Service Quality

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Employ services marketing concepts that acknowledge the inherent distinction between (tangible) packaged goods and (intangible) services marketing
2. Develop strategies which focus on physical evidence, people and process appropriate to the objectives, resources, and environment of either a profit or non-profit service organisation
3. Critically evaluate theoretical frameworks and make use of terminology drawn from the services marketing literature.
4. Detail recommendations for action and prepare and present informed, systematic and effective marketing reports as the basis for marketing decisions.

TEACHING METHODS

A combination of teaching approaches will aid effective learning. Lectures and workshops will include a discussion of services marketing theory coupled with wide-ranging practical examples. Seminars will make use of written and video case material, student-presented topics and reviews of practical examples. Students will also be encouraged to explore practical and real-world examples to gain an appreciation into the practical elements of services marketing.

ASSESSMENT METHODS

This module is assessed through a seminar (20%), a report (50%), and a test (30%).