

# MKTG H4702\_1: Services Marketing

IFQ Level:       8         Module Delivered In       2 programme(s)         Teaching & Learning Strategies:       A variety of teaching and learning strategies will be used such as lectures, presentations, case studies and guest lectures. Class and group interaction will also serve to help develop students' comprehension and communication skills.         Module Aim:       The aim of this module is to examine the status of marketing in services and to put in place the required adaptations for marketing strategy formulation.         Learning Outcomes       Image: Completion of this module the learner should be able to:         L01       Demonstrate a critical appreciation of the challenges posed by the unique characteristics of services and the resulting marketing implications of each.         L02       Analyse typical marketing and management problems encountered in the service sector and be able to structure appropriate responses.         L03       Employ appropriate strategies to meet the challenges encountered in the services sector based on a comprehensive knowledge of the theory and practice of services marketing.			
Dredits:       10         IFQ Lovel:       8         Module Delivered In       2 programme(s)         Teaching & Learning Strategies:       A variety of teaching and learning strategies will be used such as lectures, presentations, case studies and communication skills.         Module Alm:       The aim of this module is to examine the status of marketing in services and to put in place the required adaptations for marketing strategy formulation.         Learning Outcomes       The aim of this module the learner should be able to:         L01       Demonstrate a critical appreciation of the challenges posed by the unique characteristics of services and the resulting marketing implications of each.         L02       Analyse typical marketing and management problems encountered in the service sector and be able to structure appropriate responses.         L03       Employ appropriate strategies to meet the challenges encountered in the service sector and be able to structure appropriate responses.         L03       Evaluate applications of theoretical and practical knowledge of services marketing to a variety of case studies.         Pro-requisite learning (or a practical skill) that is recommended before enrolment in this module.         No incompatible Modules       Isted         Incompatible Modules       Isted         Correquisite Modules       Ko or equisite modules listed         Requirements       Isted         Incompatible modules listed       Requisite module	Module Title	:	Services Marketing
IFQ Level:       1         IFQ Level:       2         IFQ Level:       2         Module Delivered In       2 programme(s)         Teaching & Learning       A variety of teaching and learning strategies will be used such as lectures, presentations, case studies and group interaction will also serve to help develop students' comprehension and communication skills.         Module Aim:       The aim of this module is to examine the status of marketing in services and to put in place the required adaptations for marketing strategy formulation.         Learning Outcomes       The aim of this module the learner should be able to:         D01       Demonstrate a critical appreciation of the challenges posed by the unique characteristics of services and the resulting marketing inplications of each.         L02       Analyse typical marketing and management problems encountered in the service sector and be able to structure appropriate responses.         L03       Employ appropriate strategies to meet the challenges necountered in the service sector based on a comprehensive knowledge of the theory and practice of services marketing.         L04       Evaluate applications of theoretical and practical knowledge of services marketing to a variety of case studies.         Pre-requisite learning       Module Recommendations         Module Recommendations listed       Module Recommendations listed         Incompatible Modules       Corequisite Modules         No incompatible modules listed       Corequisit	Language of	f Instruction:	English
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Teaching       A variety of teaching and learning strategies will be used such as lectures, presentations, case studies and guest lectures. Class and group interaction will also serve to help develop students' comprehension and communication skills.         Module Aim:       The aim of this module is to examine the status of marketing in services and to put in place the required adaptations for marketing strategy formulation.         Learning Outcomes       The aim of this module is to examine the status of marketing in services and to put in place the required adaptations for marketing strategy formulation.         Loan       Demonstrate a critical appreciation of the challenges posed by the unique characteristics of services and the resulting marketing implications of each.         LO2       Analyse typical marketing and management problems encountered in the service sector and be able to structure appropriate responses.         LO3       Employ appropriate strategies to meet the challenges encountered in the services sector based on a comprehensive knowledge of the theory and practice of services marketing.         LO4       Evaluate applications of theoretical and practical knowledge of services marketing to a variety of case studies.         Pre-requisite learning       Module Recommendations         These are modules which have learning outcomes that are too similar to the learning outcomes of this module.         No incompatible modules listed       Co-requisite modules listed         Co-requisite modules listed       The sis prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	NFQ Level:	8	
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LO1       Demostrate a critical appreciation of the challenges posed by the unique characteristics of services and the resulting marketing implications of each.         LO2       Analyse typical marketing and management problems encountered in the service sector and be able to structure appropriate responses.         LO3       Employ appropriate strategies to meet the challenges encountered in the services sector based on a comprehensive knowledge of the theory and practice of services marketing.         LO4       Evaluate applications of theoretical and practical knowledge of services marketing to a variety of case studies.         Pre-requisite learning       Module Recommendations         This is prior learning (or a practical skill) that is recommended before enrolment in this module.         No recommendations listed         Incompatible Modules         These are modules listed         No incompatible modules listed         Requirements         No Co-requisite modules listed         Requirements         Requirements         Requirements         The service skill) that is mandatory before enrolment in this module is allowed.	Learning Ou	itcomes	
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No requirements listed			oractical skill) that is mandatory before enrolment in this module is allowed.
	No requireme	ents listed	



## MKTG H4702\_1: Services Marketing

## **Module Content & Assessment**

## Indicative Content

## **Understanding Services Marketing?**

• Introduction to Services • The service industry in Ireland • Distinguishing features of services, classifying services, extended marketing mix for services. • The service encounter • Conceptual frameworks for analysing the service encounter • Service failure and recovery.

#### Services and the Internet

• Impacts of the Internet on services marketing • Computer-mediated service • Encounters • Industrialising the service encounter.

## **Relationships, Partnerships and Networks**

• Relationship marketing and consumer services • Customer loyalty • Managing customer information • Challenges for customer relationship.

## Innovation and New Service Development

 The service life-cycle concept • Refining the service portfolio • New Service Development • Demand forecasting • Competitor analysis • Service deletion.

## Service Quality

• Defining service quality • The service-profit chain • Frameworks for measuring service quality • Setting quality standards • Creating a service quality culture.

Financial Services Marketing
Defining financial services • The distinctive characteristics of Financial Services • The marketing challenge of financial services.

## Engaging Employees in Service Delivery

• Internal marketing • Controlling empowering staff • Creating involvement by Employees • Leadership • Recruitment, training & employees

## **Pricing of Services**

Organisational influences on pricing decisions • Factors influencing pricing decisions • Service portfolio pricing

#### **Managing Communications**

• Advertising and the media • Sales promotion • Personal selling • Direct Marketing • Public relations sponsorship • Digital marketing in the Service Industry

## International Services Marketing

• The importance of international trade in services • The foreign marketing environment • Adapting the marketing programme for foreign marketing · Global e-commerce

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	50.00%

Continuous A	ssessment			
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Literature Review: An analytical review of a chosen piece of literature in the area of services marketing	1,2,3	30.00	n/a
Project	Students are required to choose a service marketing organisation of their choice and complete a detailed industry analysis while applying key models of services marketing to their chosen organisation.	1,2,3,4	50.00	n/a
Case Studies	Case Study Presentation: A review and evaluation of relevant case studies in the services sector	1,2,3,4	20.00	n/a
No Project			•	
No Project				

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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# Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	6.00
Independent Learning Time	15 Weeks per Stage	11.87
	Total Hours	250.00
Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
	Total Hours	125.00

Module Delivered In				
Programme Code	Programme	Semester	Delivery	
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	7	Mandatory	
CW BWTEM B	Bachelor of Science (Honours) in Tourism and Event Management	7	Mandatory	