SERV H3304: Services Marketing

Module Title:	Services Marketing

Credits:	10

NFQ Level:	7

Module Delivered In	No Programmes

Teaching & Learning Strategies:	The learning outcomes detailed above will be achieved through the following teaching methodologies; • Lectures: communication of knowledge and ideas from lecturer to student. Students will be encouraged to engage in active discussion of the material during lectures. • Problem Solving Exercises; Students will be working in small team on an assigned project. They will apply the theory to their project on a topic by topic basis. They will also be given mini case studies where application of the theory will be demonstrated. • Class Discussion / Debate; All classes will involve active engagement and discussion with the material. • E-Learning; There will be on-line learning materials provided. • Self Directed Independent Learning; Students will produce a plan for an assigned service company. This will require independent learning. It will develop their research, project management, written and oral communication skills.

Module Aim:	The course aims to provide the student with an understanding of the unique challenges of managing & marketing services and to provide them with the knowledge to identify, analyze and solve problems encountered in this area. The attraction, retention and building of strong customer relationships through quality service are at the heart of the course content.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Distinguish between services marketing and product marketing and identify commonalities and differences
LO2	Evaluate the 'moment of truth' for a service company and suggest solutions
LO3	Determine the elements of an effective services marketing mix: - the original 4P's plus the additional physical environment, processes and people
LO4	Evaluate the 'services marketing mix' for a service company and make recommendations as to how it could be marketed more effectively
LO5	Discuss the components of an effective Service Quality Information system.

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 which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Introduction to Services Marketing An examination of the characteristics of services. Overview of the resulting marketing implications and challenges. Classification schemes for services.
The Service Experience & Service Quality 2.1 The Moment of Truth: The Servuction System, Dramaturgy Concept, 2.2 Managing Customer Care: A practical guide. 2.3 Service Quality: Dimensions of Service Quality. Measurement of Service Quality. Servqual, ServPerf, Service Recovery, Service Quality Information Systems.
Service Buying Behaviour Understanding the decision making process of the service consumer
The Services Marketing Mix 4.1 Physical Evidence: an employee and customer perspectives 4.2 Process: Service Design, Queue Mgt. 4.3 People: Human Resources within services, 4.4 Pricing. 4.5 Services Marketing Communications. 4.6 Distribution of Services 4.7 Service Brand Management: Service Positioning & Targeting, Developing the brand, Developing the portfolio of Services.
Relationship Marketing Customer Relationship Marketing, Measuring Customer satisfaction, Net Promoters Score, Customer Retention strategies

Assessment Breakdown	%
Continuous Assessment	40.00%
End of Module Formal Examination	60.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Case Studies	Case Studies/ Essay	1,2,3,4,5	10.00	Sem 2 End
Project	Measuring Service Quality / Mystery Shopper	2,3,4	30.00	Sem 1 End

No Project

No Practical

End of Module Formal Examination

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5	60.00	End-of-Semester

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	Every Week	3.00
Independent Learning	Every Week	4.00
	Total Hours	7.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
	Total Hours	1.50