

Module Title:	Marketing for Services
Credits:	5
NFQ Level:	7
Module Delivered In	8 programme(s)
Teaching & Learning Strategies:	<p>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. • 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 services marketing plan for an assigned service company. This will require independent learning. It will develop their research, project management, written and oral communication skills.</p>
Module Aim:	The course aims to provide the student with an understanding of the unique challenges of marketing service and to provide them with the knowledge to identify, analyze and solve problems encountered in this area.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Investigate the distinctive characteristics of service industries and the implications these characteristics have for marketing and managing services.
LO2	Critically evaluate the practical application of the service mix, recognising key concepts and frameworks of processes, practices and outcomes of service provision in the digital age.
LO3	Evaluate the 'services marketing mix' for a service company and formulate a Services Marketing Strategy.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

1. Introduction to Service Marketing

The Global Service Economy, trends and developments, Examination of the characteristics of services and the impact on the marketing of services, Overview of marketing implications and challenges. Classification of services, Conceptual frameworks –Services Marketing Triangle, Dramaturgy Metaphor, Servuction Model, The Extended Services Marketing Mix, CX defined and its strategic importance. The CX framework.

2. Service Buying Behaviour

The Three stage model of service consumption, Understanding the decision making process of the service consumer in a digital era. Customer Journey. Customer Personae.

3. The Services Marketing Mix – 7 P's

Product, Price, Promotion, Place, People, Process, Physical Evidence

3.1 SERVICE BRAND MANAGEMENT

Service Positioning & Targeting, Creating the Service Experience, The Flower of Service model, Developing the brand, Developing the portfolio of Services.

3.2 PRICING

Cost, Value and Competition based pricing, Price Bundling and Subscription based pricing.

3.3 Integrated SERVICES MARKETING COMMUNICATIONS;

Challenges of promoting services, the extended communications mix for services, Ethics,

3.4 PEOPLE (Employee Experience EX)

Service personnel as a source of customer loyalty and competitive advantage, the Service Profit Chain, Cycles of Failure, Mediocrity and Success in HR Management, Human Resource Management in Service Firms, Service culture, Integrating Marketing, Operations and Human Resources.

3.5 PHYSICAL EVIDENCE

Optimal design from an employee and customer perspectives, SOR Model, Benchmarks and best practice.

3.6 PROCESS

Fundamentals of optimal Omnichannel Service Design, Servuction Model, Design emotionally smart elements of CX/UX, Double diamond framework, Blueprinting and Customer Journey Mapping, Management of Supply & Demand, Queue Mgt (QX).

3.7 PLACE

Distributing services through physical and electronic channels.

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Services Marketing Audit & Assessment	1,2,3	50.00	Week 11
Project	Service Marketing Strategy	1,2,3	50.00	Sem 1 End

No Practical

No End of Module Formal Examination

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	5	Elective
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	5	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	5	Elective
CW_BBBUS_D	Bachelor of Business in Business	5	Elective
CW_BBHRM_D	Bachelor of Business in Human Resource Management	5	Elective
CW_BPMKT_D	Bachelor of Business in Marketing	5	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Mandatory