MKTG H4702_1: Services Marketing

Module Title:	Services Marketing
Language of Instruction:	English

Credits:	10

NFQ 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	
On successful completion of this module the learner should be able to:	
LO1	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 *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
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 Assessment

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 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