

# Module Documentation



**MARK08005**

Services Marketing

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# MARK08005 Services Marketing

Short Title	Services Marketing		
Full Title	Services Marketing		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Carol Killarney	Department	Business
Official Code	MARK08005	NFQ Level	08
		ECTS Credit	05

## Module Description

This module provides the learner with a framework for understanding the service industry, the nature of services and the effective marketing of them. It illustrates and examines the nature of services and the service process, and it examines the key strategic decision areas for effective services marketing.

## Learning Outcomes

*On completion of this module the learner will/should be able to*

1. Understand the importance of the service sector to Ireland and to most developed countries.
2. Appreciate the distinctive nature of services that demands a unique marketing approach.
3. Identify the strategic options available to a service business in marketing planning.
4. Apply relevant marketing & management techniques (in product planning, operations/distribution, quality, pricing & marketing communications) to services marketing situations.
5. Identify ways in which the quality of services can be assured and improved.

## Teaching and Learning Strategies

The course will be taught through a combination of lectures and seminars - each student will have 2 lectures and 1 seminar of class contact hours each week. Students will have the opportunity to engage in group discussions, and services marketing theory will be illustrated and explored through current services marketing case histories and news stories. Students will also be required to actively inform themselves by reading journals and newspapers on a continuous basis, as well as the recommended readings listed here.

## Assessment Strategies

Students will be assessed using a combination of continuous assessment (30%) and final examination (70%).

## Repeat Assessment Procedures

The repeat assessment will be an examination.

#### Assessment Facilities

Computer laboratory for some tutorial hours.

Guest speakers.

#### Module Dependencies

##### Prerequisite Modules

None

##### Corequisite Modules

None

##### Incompatible Modules

None

#### Indicative Syllabus

##### **Indicative Syllabus Content**

##### **1. The Nature of Services**

What are services? - contribution of services to the economy - reasons for the growth of services - the distinctive features of services.

##### **2. Understanding the Service Product**

The service offer - core and secondary service levels - service mix models including the Molecular model & the Flower of Service model - classification of services - the service encounter - conceptual models including critical incidents, blueprinting & dramaturgy - servicescapes.

##### **3. Strategic Choices**

Segmentation in service markets - positioning of the service product - the services mix - managing relationships and rewarding loyalty.

##### **4. Service Quality**

Service quality models including Servqual - identifying & correcting service gaps - service recovery - setting quality standards for service - role of services employees - recruitment, selection, training, motivation & retention of customer-contact personnel - internal marketing.

##### **5. Service Delivery Systems**

Service delivery systems - direct channels of delivery - arm's length transactions - use of intermediaries - site location - the physical environment.

##### **6. Pricing Services**

Strategic use of price for services - pricing strategy & objectives - using cost based approaches including marginal costing - demand based pricing and price discrimination - competitor pricing - pricing a portfolio of services.

## 7. Communicating with Customers

The role of marketing communications in service settings - communications objectives - communications mix elements - communications role of employees.

### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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### Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Continuous Assessments	1,2,3,4,5	30	TBA

### End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5	70	End of Term

### ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

### Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

### Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	2	Weekly	2.00
Tutorial	Computer Laboratory	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

#### Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Module Resources

##### Module Book Resources

##### Module Alternate Book Resources

None

##### Module Other Resources

Computer laboratory for some tutorial hours.

Guest speakers

##### Module URLs

<https://www.enterprise-ireland.com>

<http://www.forfas.ie/>

<http://www.chambers.ie/>

<http://www.cso.ie/>

<http://www.failteireland.ie/>

<http://www.amarach.ie>

#### Additional Information

None

#### ISBN BookList

#### Book Details

Adrian Palmer 2011 *Principles of Services Marketing* McGraw Hill Higher Education  
ISBN-10 0077129512 ISBN-13 9780077129514

Christian Gronroos 2007 *Service Management and Marketing: Customer Management in Service Competition* Wiley  
ISBN-10 0470028629 ISBN-13 9780470028629

Christopher H Lovelock 2010 *Services Marketing (7th Edition)* Prentice Hall  
ISBN-10 0136107214 ISBN-13 9780136107217

Jochen Wirtz Christopher H. Lovelock 2011 *Services Marketing* Pearson Education Limited  
ISBN-10 0273756060 ISBN-13 9780273756064

Dwayne Gremler 2012 *Services Marketing (6th Edition)* McGraw-Hill/Irwin  
ISBN-10 0078112052 ISBN-13 9780078112058

Valarie A. Zeithaml 2012 *Services Marketing* McGraw Hill Higher Education  
ISBN-10 007108696X ISBN-13 9780071086967

Robert Lucas 2011 *Customer Service Skills for Success (Connect, Learn, Succeed)*  
McGraw-Hill Humanities/Social Sciences/Languages  
ISBN-10 0073397113 ISBN-13 9780073397115

#### Approval Information

School Approval by Deirdre Lusby on 02-04-2015

Academic Council on 02-04-2015

#### Programme Membership

Code	Intake Year	Programme Title
GA_BINAG_H08	201500	Bachelor of Arts (Honours) in Information Systems Management
GA_BINSG_H08	201500	Bachelor of Arts (Honours) in Information Systems Management
GA_BPHAS_K08	201500	Bachelor of Business (Honours) phasing out