

Course unit title:	Services Marketing		
Course unit code:	ABSM 405		
Type of course unit:	Required		
Level of course unit:	Bachelor (1 <sup>st</sup> cycle)		
Year of study:	3		
Semester when the unit is delivered:	7 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<p>1. Identify the characteristics of services and the distinctive marketing challenges posed</p> <p>2. Identify the components of the expanded services marketing mix (7 Ps) and apply the 7Ps concept to different service settings</p> <p>3. Describe the flower of service and know how the facilitating and enhancing supplementary services relate to the core product</p> <p>4. List the categories of new service development and be familiar with the factors needed to achieve success in developing new services</p> <p>5. Evaluate the effectiveness of the 7Ps used by various service organisations</p>		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p><b>1. New Perspectives on Marketing in the Service Economy</b>  Why study Services?  What are Services?  Forces transforming service markets  Distinct marketing challenges for service providers  The Expanded Marketing Mix Required for Services</p> <p><b>2. Developing Service Concepts: Core and Supplementary Elements</b>  Planning and Creating Services  The Flower of Service  Planning and Branding Service Products  Development of New Services</p> <p><b>3. Distributing Services Through Physical and Electronic Channels</b>  Distribution in a services context  Place and Time Dimensions  Delivering Services in Cyberspace</p> <p><b>4. Exploring Business Models: Pricing and Revenue Management</b>  Challenges in pricing service products  Three foundations of services' pricing strategy  Ethical concerns in service pricing</p> <p><b>5. Educating Customers and Promoting the Value Proposition</b>  The role of marketing communications for services  Challenges in promoting service products  The Marketing Communications Mix and the role of corporate design</p> <p><b>6. Designing and Managing Service Processes</b>  Flowcharting customer service processes  Blueprinting services to create valued experiences and productive operations  The customer as co-producer  Self-service</p> <p><b>7. Crafting The Service Environment</b></p>		

	<p>What is the purpose of service environments? Dimensions of the Service Environment</p> <p><b>8. Managing People for Service Advantage</b> The importance of service employees Frontline Work Cycles of Failure, Mediocrity, and Success Service leadership</p> <p><b>9. Improving Service Quality and Productivity</b> What is Service Quality? The Gaps Model Measuring and Improving Service Quality Complaint handling and service recovery</p>
Recommended and/or required reading:	Lovelock, C and Wirtz, J (2011), Services Marketing: People, Technology, Strategy. Upper Saddle River, New Jersey: Prentice Hall
Textbooks:	Lovelock, C and Wirtz, J (2011), Services Marketing: People, Technology, Strategy. Upper Saddle River, New Jersey: Prentice Hall
References:	Kolter P., Bloom P. and Hayes T. (2002) Marketing Professional Services Forward Thinking Strategies for Boosting your Business, Your Image, and Your Profits. NY: Prentice-Hall. Palmer A., (2001) Principles of Services Marketing. NY: Mc Graw Hill.
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<ul style="list-style-type: none"> <li>▪ Midterm: 15%</li> <li>▪ Group assignment: 20%</li> <li>▪ Group presentation: 5%</li> <li>▪ Final exam: 60%</li> </ul>
Language of instruction:	English
Work placement(s):	Not applicable