



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code MBA-716	Course Title Marketing of Services	ECTS Credits 7.5
Department School of Business	Semester Fall, Spring, Summer	Prerequisites MBA-667
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Dr Alkis Thrassou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

Students to:

1. Understand the nature of Services Marketing as well as its concepts and differentiating factors
2. Comprehend the value and benefits of 'People' and Internal Services Marketing
3. Analyse and design the Service as a specific and methodically designed process
4. Manage Customer Encounters, Service Relationship Marketing and Customer Loyalty
5. Design a comprehensive the Services Marketing Mix
6. Provide a solid foundation of Services Marketing business education that will enable students to become effective managers anywhere in today's globally competitive environment.
7. Enhance intellectual development and student graduate maturity
8. Recognize services' differences from tangible goods and understand their marketing implications

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Apply generic marketing knowledge to the service organisation.

Students should be able to utilize the knowledge obtained through their introductory and more advanced marketing courses to the specific case of services.

2. **Demonstrate how service organisations' differentiation factors affect marketing theory and practice and correspondingly be able to adapt to these.**
Students must learn the many differences between services and other businesses/organizations and understand how these affect their marketing. Additionally they must be able to design marketing actions and tactics specifically for services taking into account the above differences.
3. **Analyse and design service delivery processes in the strategic and tactical marketing contexts.**
Students must learn to break down service delivery into individual steps, become able to represent this breakdown in schematic fashion e.g. service blueprints, and use these to create service delivery methods and systems that best meet the marketing objectives of the organization.
4. **Develop marketing strategies to build and sustain customer relations with, and loyalty to the service organisation.**
For services the 'people' element is disproportionately important, both in the customer sense and the employee sense. On the one hand owing to the frequent high contact level between these and on the other owing to the frequent complexity of services, the matters of 'relationships' and 'loyalty' become extremely important. Students should master these notions as well as the benefits, costs and mechanisms underlying these.
5. **Indicate and explain factors and forces that disproportionately matter more to service organizations, such as internal marketing, 'People', customers' role in the production process and others.**
Students must become able to understand the role of employees in terms of dealing with the service client and should also be able to incorporate the client into the production process, both as a co-producer and as part of the service itself.
6. **Operate effectively in a multicultural environment and to adapt quickly to changing social, political, legal and economic conditions.**
The subject is not a static one as it is modified and adapted to the continuous changes of a dynamic business world. Students therefore develop critical thinking and innovative approaches to be able to apply services marketing management diachronically, by understanding and taking into account the conditions and forces of any situation.

Course Contents:

1. **Service marketing concepts and new perspectives on marketing in the service economy.**
The subject includes an overview of the importance of services in modern economies and societies, trends in services, the differentiating factors of services' marketing, and the eight 'Ps' of services' marketing.
2. **Customer behavior in service encounters**
The subject includes the role of customers in service design and delivery, and the idiosyncratic nature of services customer behavior owing to the above-mentioned differences.

- 3. Developing service concepts: core and supplementary elements**
 The subject presents the students the service product as different layers, including the core service, all the supplementary services and the ‘flower’ of service.
- 4. Distributing services through physical and electronic channels**
 The subject touches upon the ability of services to be offered through ‘cyberchannels’ thereby significantly altering both the product itself, as well as its potential target markets, delivery methods and the ‘Place’ tactic in general.
- 5. Exploring business models: pricing and revenue management**
 The subject explores pricing of services, the ability to adopt multiple pricing strategies simultaneously, the element of ‘value’ when setting a price, issues such as risk and brand and the way they affect pricing, as well as methods to develop the pricing of services.
- 6. Educating customers and promoting the value proposition**
 In services, educating the customer to become an effective and efficient co-producer, but also part of the service product itself, is an essential part of services marketing communications. This section explores this matter as well the importance and ways of building the service value offering.
- 7. Positioning services in competitive markets**
 The subject expands on the above specifically in the context of positioning.
- 8. Designing and managing service processes**
 The subject includes the breakdown of service design and delivery into individual steps, its presentation in a schematic fashion using flowcharts, service blueprints etc, and using these to create service delivery methods and systems that best meet the marketing objectives of the organization
- 9. Balancing demand and productive capacity**
 The subject deals with the service problem of relatively fixed capacities, the frequently extreme variations in demand, the limits of modifying either, and the options available to organizations when dealing with such issues.
- 10. Crafting the service environment**
 The subject investigates the importance of the physical environment of services, its effect on customer perceptions, beliefs, attitudes and behavior, and the individual elements that make up the ‘servicescape’.
- 11. Managing people for service advantage**
 The subject explores the role of service employees in the marketing of services, and how organizations can ensure that the specific resource utilization is maximized.
- 12. Managing relationships and building loyalty**
 The subject deals with the matters of ‘relationships’ and ‘loyalty’, their importance, as well as the benefits, costs and mechanisms underlying these.
- 13. Achieving service recovery and obtaining customer feedback**
 The subject covers the case whereby something fails in the service delivery, and explores the importance of such instances, their potentially detrimental effect, the many benefits of their proper handling and the ways to minimize damage or even actually benefit from these.

14. Improving service quality and productivity

The subjects of service quality and productivity are hereby covered, and also interrelated to the subjects of efficiency, effectiveness and value. These notions are investigated, explained and shown in the context of real-life organizations.

15. Adapting to change

The subject deals with the increasingly globalised and incessantly changing business world and furnishes students with the ability to change and adapt their thinking, approach and practice to the various situations as they are formed.

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, practical group exercises, case studies, video and internet presentations, guest lecture(s).

Assessment Methods:

Project; In-course Assignment; Final Exam; Class Participation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Adrian Palmer	Principles of Services Marketing, 5 th Edition	McGraw Hill	2007	9780077116279

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Christopher Lovelock, Jochen Wirtz	Services Marketing – People, Technology, Strategy	Pearson Education	2007	0132056763