UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-380	Marketing of Services	6
Prerequisites	**Department**	**Semester**
MKTG-291	Management	Spring
Type of Course	**Field**	**Language of Instruction**
Required	Marketing	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Dr Ioanna Papasolomou	3rd
Mode of Delivery	**Work Placement**	**Corequisites**
Face-to-face	None	None

Course Objectives:

The main objectives of the course are to:

- Distinguish and explain the key ideas, characteristics and concepts of services marketing management.

- Contrast the 4Ps and 7Ps marketing mix strategies

- Assess the impact that the key characteristics of services have on the way marketing managers in the services sector develop their service offer, promote it and then deliver it.

- Examine services buying behavior

- Appreciate the important role that the employees have in delivering customer value

- Formulate the elements of an internal marketing strategy

- Evaluate various methods for assessing service quality

- Compare various methods used for managing service encounters

- Design and implement an extended marketing mix strategy

- Examine the notion and tools of relationship marketing

Learning Outcomes:

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

1. Apply generic marketing knowledge to the service organization taking into consideration their distinct characteristics.
2. Evaluate the key differences between services and other businesses/organizations and understand how these affect the corporate marketing strategy and the marketing mix strategy of the organisation.
3. Design marketing actions and tactics specifically for services taking into account key characteristics, differences and challenges.
4. Analyse the role of employees in service quality and service delivery process.
5. Evaluate the importance of the internal marketing concept within service organisations.
6. Develop marketing strategies to build and sustain strong customer relations and loyalty to the service organization.
7. Assess the branding process in the services sector
8. Design an extended marketing mix strategy for a service organization.

Course Content:

> **Introduction to Services marketing (Chapter 1):** Highlights the importance of services in our economies. We also define the nature of services and how they create value for customers without transfer of ownership. The chapter highlights some distinctive challenges involved in marketing services and introduces the 7Ps of services marketing.

> **Consumer Behaviour in a Services Context (Chapter 2):** Provides a foundation for understanding consumer needs and behaviour related to services. The chapter is organized around the three-stage model of service consumption that explores how customers search for and evaluate alternative services, make purchase decisions, experience and respond to service encounters, evaluate service performance, and finally, develop loyalty.

> **Positioning Services in Competitive Markets (Chapter 3):** Discusses how to develop a customer-driven services marketing strategy and how a value proposition should be positioned in a way that creates competitive advantage for a firm. The chapter first links the customer, competitor, and company (Commonly referred to as 3Cs) analysis links to a firm's positioning strategy. The core of the chapter is then organized around the three key elements of positioning – segmentation, targeting and position, commonly referred to as "STP", and shows how firms can segment a service market, position their value proposition, and finally focus on attracting their target segment.

> **Developing Service Products and Brands (Chapter 4):** Discusses the meaningful service concept that includes both the core and supplementary elements. The supplementary elements both facilitate and enhance the core service offering. This chapter also covers branding, tiered servicer products and explains how service firms can build brand equity.

> **Distributing services through physical and electronic channels (Chapter 5):** Examines the time and place elements. Manufacturers usually require physical distribution channels to move their products. Some service businesses, however, are able to use electronic channels to deliver all (or at least some) of

their service elements. For the services delivered in real time with customers physically present, speed and convenience of place and time have become important determinants of effective service delivery.

➢ **Setting prices and implementing revenue management (Chapter 6):** Provides and understanding of pricing from both the firm and customer's point of view. For firms, the pricing strategy determines income generation. Service firms need to implement revenue management to maximize the revenue that can be generated from available capacity at any given time. The chapter also discusses ethics and fairness in service pricing and how to develop an effective pricing strategy.

➢ **Promoting services and educating customers (Chapter 7):** Deals with how firms should communicate with their customers about their services through promotion and education. Since customers are co-producers and contribute to how others experience service performances, much communication in services marketing is educational in nature to teach customers how to effectively move through a service process. The chapter covers the service marketing communications funnel, the services marketing communications mix, communications through online, mobile and social networks.

➢ **Designing Service Processes (Chapter 8):** It begins with design of an effective service delivery process, specifying how operating and delivery systems link together to create the promised value proposition. Very often, customers are actively involved in service creation, especially if acting as co-producers, and the process becomes their experience.

➢ **Balancing Demand and Capacity (Chapter 9):** Chapter 9 still relates to process management and focuses on the widely fluctuating demand and how to balance the level and timing of customer demand against available productive capacity. Well-managed demand and capacity leads to smooth processes with less waiting time for customers.

➢ **Crafting the Service Environment (Chapter 10):** Chapter 10 focuses on the physical environment, which is also known as the servicescape. It needs to be engineered to create the right impression and facilitate effective delivery of service processes. The servicescape needs to be managed carefully, because it can have a profound impact on Customers' impressions, guide their behaviour throughout the service process, and provide tangible clues of a firm's service quality and positioning.

➢ **Managing People for Service Advantage (Chapter 11):** The chapter introducers people, who are **a defining element of many services.** Many services require direct interaction between customers and contact personnel. The nature of these interactions influences how customers perceive service quality. Hence, service firms devote a significant amount of effort to recruiting, training and motivating their employees. Satisfied and engaged employees who perform well are often a source of competitive advantage for a firm.

➢ **Managing relationships and building loyalty (Chapter 12):** focuses on achieving profitability through creating relationships with customers from the right segments and then finding ways to build and reinforce their loyalty using the Wheel of Loyalty as an organizing framework. This chapter closes with a discussion of customer relationship management (CRM) systems.

➢ **Complaints handling and service recovery (Chapter 13):** Examines how effective complaints handling and professional service recovery can be

implemented. It starts with a review of consumer complaining behaviour and principles of effective service recovery. Service guarantees are discussed as a powerful way of institutionalizing effective service recovery.

Learning Activities and Teaching Methods:

Lectures, Case study analysis, Weekly activities on Moodle, Group Discussion (in-class and on Moodle), Homework Exercises, Videos

Assessment Methods:

Final Exam, Course Assignment, Weekly Interactive Activities on Moodle

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Essentials of Services Marketing	Jochen Wirtz and Christopher Lovelock	Pearson Education: Essex, UK	2018	ISBN-10 1-292-08995-4 ISBN-13 978-1-292-08995-9

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Services Marketing: Integrating Customer Focus Across the Firm	Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler	McGraw Hill Higher Education	2018 7th Edition	ISBN10: 0078112109 ISBN13: 9780078112102

Services Marketing: Concepts, Strategies, & Cases	Hoffman, K.D. & Bateson, J.E.G	Cengage	2017 (5th Ed)	9780357671306
Principles of Services Marketing	Palmer, A.	McGraw Hill Higher Education	2016 (6th Edition	978-007712951-4
Academic Peer Reviewed Journal Articles uploaded on the Moodle Platform				