



UNIVERSITY OF NICOSIA

School of Business

Course Code MKTG-380	Course Title Marketing of Services	Credits (ECTS) 6
Department Marketing	Semester Spring	Prerequisites MKTG-291
Type of Course Major Elective	Field Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3rd	Lecturer Professor Ioanna Papasolomou
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objective of the Course:

This course aims at enabling students to understand services and the effective marketing of them. Central to this are the characteristics of intangibility, inseparability, perishability and variability which have profound implications for the way marketing managers in the services sector develop their service offer, promote it and then deliver it. Emphasis is also given to the implementation of the marketing mix strategy within service firms.

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. Understand how 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. Analyze the role of employees in service quality and service delivery.**
Students must learn the important role of employees in delivering service quality to internal and external customers. This is a prerequisite in creating and sustaining a service quality culture. Students must also appreciate the critical role of employees in the service delivery process.
- 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. **Understand and handle 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.

Course Contents:

1. **Services Marketing.**

The subject includes an overview of the importance of services in modern economies and societies, the distinguishing features of services, classification of services, marketing in a services context, the marketing mix for services.

2. **The Service Encounter**

The subject covers issues and problems for the services marketer, the nature of the producer-consumer encounter, conceptual frameworks for analyzing the service encounter and services failures and methods by which service firms seek to recover from failure.

3. **Understanding Services Buying Behaviour**

The subject discusses processes by which consumers initiate, carry out and conclude the purchase of services, the effects of service intangibility on perceptions of risk in the buying process, the effects on behavior of post-consumption dissonance, and bases for segmenting services markets.

4. **Relationships, Partnerships and Networks**

The subject focuses on the role of co-production between service providers, the diversity of networks and relationships that exist between service providers and their customers, and methods used by companies to turn casual transactions into ongoing loyal relationships.

5. **Innovation and New Service Development**

The subject includes the reasons that explain why innovation can be crucial in service organizations, the life cycles that services typically go through, processes for developing and evaluating new services, and methods used to forecast demand for new services.

6. **Developing service Brands**

The subject focuses on the role of branding in service organizations, strategies used to develop strong service brands, and the reasons for the coexistence of branded service providers with small reputation based providers.

7. **Service Quality**

The subject covers the importance of service quality in the service-profit chain, linkages between the concepts of service quality, satisfaction and value, major paradigms for the study of service quality, and methods used to set standards of service quality.

8. **Engaging Employees in Service Delivery**

The subject discusses the interrelationship of marketing, human resource management and operations management, the contribution of employee performance to customer satisfaction and the key issues involved in the recruitment, motivation, training and control of staff employed in the service sector.

9. **Internal Marketing**

The subject focuses on defining the term 'internal marketing' and explaining its underlying ideas, discussing its importance in the service sector, and explaining internal marketing implementation models as well as presenting success and failure

stories of internal marketing.

10. The Pricing of Services

The subject concentrates on the factors that influence pricing decisions of service organizations, the pricing strategy and tactics used by service organizations, the effects of inseparability on pricing, and pricing constraints and opportunities.

11. Managing Communications

The subject discusses the basic process involved in communicating a brand or a service offer and the need for services companies to build and maintain their reputation through communication.

12. Globalized services marketing

The subject sheds light on the nature of international trade in services, methods used by services firms to assess the attractiveness of overseas opportunities, and market entry strategies.

Teaching Methods:

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

Assessment Methods:

Mid-Term Test, Test, Final Exam, Homework, Class Participation.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Palmer, A.	<i>Principles of Services Marketing, 7th Edition</i>	McGraw Hill	2014	0077152344

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Wilson, A., Zeithaml, V.A., Bitner, M.J. and Gremler, D.	<i>Services Marketing – Integrating Customer Focus Across the Firm, 5th (International) Edition</i>	McGraw Hill International Editions	2012	9780071086967
Zeithaml, V.A., Bitner, M.J. and Gremler, D.	<i>Services Marketing</i>	McGraw Hill International Editions	2012	9780071086967
Christopher Lovelock and Jochen Wirtz	<i>Services Marketing – People, Technology, Strategy, Seventh International Edition</i>	Pearson Education	2011	978-0-13-611874-9