



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-380	Marketing of Services	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Spring
Type of Course	Field	Language of Instruction
Required*	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papisolomou	3 rd and 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

* Elective for all Business programs

Course Objectives:

The main objectives of the course are to:

- Distinguish and explain the key ideas 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 and assess 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. Implement an extended marketing mix strategy for a service organization.

Course Content:

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. 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.
6. 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.
7. 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.
8. 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.
9. 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.

10. 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.

Learning Activities and Teaching Methods:

Lectures, case study analysis, in-class exercises and discussion, homework exercises, videos

Assessment Methods:

Exam, Midterm Exam, Assignment, Homework Exercises, Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Principles of Services Marketing, 6th ed.	Palmer, A.	McGraw Hill	2016	978-007712951-4

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Services Marketing – Integrating Customer Focus Across the Firm, 5th International ed.	Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler	McGraw Hill Higher Education	2009	978-007-126393-1
Services Marketing – People, Technology, Strategy, 7th ed.	Christopher Lovelock and Jochen Wirtz	Pearson Education	2011	978-0-13-611874-9