

Course title	Services Marketing				
Course code	MKTG-381				
Course type	Major Requirements				
Level	1 st Cycle				
Year / Semester	3 rd / Spring				
Teacher's name	Marketing Faculty				
ECTS	6	Lectures / week	1 (2.5 hrs)	Laboratories / week	NA
Course purpose and objectives	<p>This course focuses on the unique challenges and strategies involved in marketing intangible services. Students will explore key concepts such as service quality, customer satisfaction, relationship management, and service delivery. The course examines the distinct aspects of services across various sectors, including hospitality, healthcare, and financial services. Through case studies and practical projects, students learn how to design and implement effective marketing strategies that enhance customer experiences and business success in the service industry. Emphasis is placed on the extended marketing mix strategy (product, price, distribution, promotion, physical evidence, processes, and people).</p> <p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Study the key ideas, characteristics and concepts of services marketing management. • Contrast the 4Ps and 7Ps marketing mix strategies. • Assess the impact of the key characteristics of services on services marketing management. • Examine services buying behavior. • Assess the important role that the employees have in delivering customer value. • Build the elements of an internal marketing strategy. • Evaluate various methods for assessing service quality. • Compare various methods used for managing service encounters. • Examine the tools of relationship marketing. • Design and implement an extended marketing mix strategy for a service company. 				

	<ul style="list-style-type: none"> Design segmentation, targeting, differentiation and positioning strategies for service companies. 		
Learning outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> Apply marketing knowledge to the service organization taking into consideration their distinct characteristics. Evaluate the key differences between services and other businesses and how these affect the corporate marketing and marketing mix strategies. Design marketing actions and tactics for services companies. Analyse the role of employees in service quality and service delivery process. Evaluate the importance of the internal marketing concept within service organisations. Develop marketing strategies to build strong customer relations and loyalty to the service organization. Develop strong service brands. Design an extended marketing mix strategy for a service organization. 		
Prerequisites	MKTG-292	Required	X
Course content	<ul style="list-style-type: none"> Introduction to Services marketing: 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: 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: Discusses how to develop a customer-driven services marketing strategy and how a value proposition should be positioned in a way that creates a 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:** 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 service products and explains how service firms can build brand equity.
- **Distributing services through physical and electronic channels:** 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:** 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:** 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:** 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 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.

	<ul style="list-style-type: none"> • Crafting the Service Environment: 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: The chapter introduces 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: 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: 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.
Teaching methodology	Lectures, Study & Analysis of bibliography, Project, Essay Writing, Interactive Teaching.
Bibliography	

Required Textbooks / Reading:

Title	Author(s)	Publisher	Year	ISBN
Essentials of Services Marketing	Jochen Wirtz	Pearson Education: Essex, UK	2022	ISBN-13: 9781292425191

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
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Recommended Textbooks / Reading:

Title	Author(s)	Publisher	Year	ISBN
Services Marketing: Integrating Customer Focus Across the Firm	Valarie Zeithaml, V. Bitner, M.J., Mende, M. and Gremler, D.	McGraw Hill Higher Education 7 th Edition	2023	ISBN10: 1264209746 ISBN13: 9781264209743
Customer Service: Skills for Success	Robert Lucas	McGraw Hill Higher Education	2022 8 th Edition	ISBN10: 1260381900 ISBN13: 9781260381900
<i>Customer Service: A practical approach</i>	Elaine K. Harris	Pearson Education 6 th Edition	2021	ISBN13: 9780137546381 ISBN13: 9780137546381 (e-book)
Services Marketing: Concepts, Strategies, & Cases	Hoffman, K.D. & Bateson, J.E.G	Cengage	2017 (5 th Ed)	9780357671306
Principles of Services Marketing	Palmer, A.	McGraw Hill Higher Education	2016 (6 th Edition)	978-007712951-4
Academic Peer Reviewed Journal Articles uploaded on the Moodle Platform				

Assessment	Final Exam, Course Assignment, Weekly Interactive Activities, Class Participation.
Language	English