

Module code	SM_PBUS7E	NQF level	7
Credit value	10	Study duration	6 weeks

Service Marketing

Module description

This module focuses on the key elements that marketers must integrate to establish and sustain service excellence and provide customer value. It examines the impact of the digital environment on the marketing and delivery of services. While the module examines broad issues in managing service businesses, a core theme is how customer value is created. Topics include the nature of service products, consumer behaviour in service settings, service quality and satisfaction, developing service strategies, ethics and sustainability in service marketing, managing customer service, servicescape strategies, service recovery and service technologies.

This module aims to:

- Provide a detailed understanding of the theoretical concepts and frameworks that are specific to services marketing and discuss their practical applications, both online and offline.
- Distinguish and review the role of employees, customers and technology in the design and co-creation of services that are satisfactory and profitable.
- Explore and analyse value propositions from a customer, management and societal perspective, and critically examine ethical and sustainable aspects related to relevant stakeholders.
- Devise and implement appropriate processes to manage critical events between an organisation and a customer.
- Consider the sources and impact of poor and inappropriate service provision and how these might be resolved to improve customer satisfaction and increase business performance.

Learning outcomes

On completion of this module, students will be able to:

- critically reflect upon the differences between services and physical goods and how these differences translate into strategic direction in a multichannel environment
- critically evaluate how service customers determine value in a service exchange and how this impacts customer satisfaction and competitive positioning .
- critically appraise the efficacy of service provision, and develop improvements to service processes, service delivery teams, and the service environment to create a satisfied customer base
- analyse the importance of customer loyalty, dealing with complaints effectively, and improving service quality and productivity to increase value

Syllabus

- Introduction to Services Marketing
- Consumer Behaviour in a Services Context
- Positioning Services in Competitive Markets
- Designing and Managing Service Processes, both online and offline
- Managing Demand and Capacity
- Crafting the Service Environment and implementing ethical and sustainable delivery
- Engaging Employees in Service Delivery
- Building Customer Relationships
- Service Recovery
- Improving Service Quality and Productivity
- The Impact of Excellent Service Performance

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Description of unit of assessment	Length/duration	Submission date	Weighting
2 x assessed discussion activities	Two weeks	Every two weeks	20%
End of module project	2,500 words	End of term	80%