



Module code	SM	NQF level	6
Credit value	15	Study duration	9 weeks

Services Marketing

This module aims to:

- Provide students with knowledge of the service sector
- Provide an insight into the different marketing challenges faced by service firms
- Develop transferable skills and enhance employability, given that many students will eventually work in the service economy

Learning outcomes

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

- describe the distinctive characteristics of services and their implications for the marketing of services
- demonstrate the importance of the human dimension in service provision
- contrast the elements of the service sector marketing mix with consumer and industrial products
- critically analyse and evaluate the marketing activities of service sector organisations

Syllabus

- The service concept: core and supplementary elements
- Distributing service, physical and electronic channels
- Price setting and revenue management
- Promoting services and educating customers
- Processes, demand, environment and people
- Profitable service strategies
- Managing relationships and building loyalty
- Complaint handling and service recovery
- Improving service quality and productivity

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%