

# **MKT363 Services Marketing**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

In traditional goods marketing, students learn the 4 Ps of marketing, namely product, price, place and promotions. The unique characteristics of services marketing require another 4 additional Ps, namely people, processes, physical environment, and productivity and quality. Students will learn how service marketers can make use of all 8 Ps to position their services. In addition, students will understand how to manage and build loyalty, and have an effective service recovery and customer feedback system in place.

## **Topics:**

- Consumer Behaviour in a Services Context
- Developing Service Products
- Distributing Service through Physical and Electronic Channels
- Setting Prices and Implementing Revenue Management
- Promoting Services and Educating Customers
- Designing and Managing Service Processes
- Balancing Demand against Productive Capacity
- Crafting the Service Environment
- Managing People for Service Advantage
- Managing Relationships and Building Loyalty
- Complaint Handling and Service Recovery
- The GAP Model

## **Textbooks:**

: Essentials of Services Marketing PEARSON  
ISBN-13: 9781292090061

**Learning Outcome:**

- Distinguish service products, consumers and markets.
- Develop an understanding of the 4 Ps necessary for delivering service excellence.
- Discuss the importance of customer loyalty and retention, service recovery, customer relationship development and the role of internal marketing.
- Examine profitable service strategies.
- Organise the customer interface.
- Differentiate service quality management as the basis for developing customer satisfaction, and develop skills in service quality measurement for continuous improvement.

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>