

 College of Business Administration

Department of Marketing

Marketing 452: Services Marketing

First Semester(Fall2016)

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**COURSE DESCRIPTION:**

Service Marketing & Management is an elective and assumes that the student has taken the Core Marketing classes. It focuses on how the marketing of services is different than the fundamental 4Ps approach to marketing.

Service Marketing course focuses on managing and delivering service excellence. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The basic concepts covered in the course include: the difference between marketing services versus products; the role of the service encounter; the key drivers of service quality; the customer’s role in service creation; service design and innovation; going beyond service to create customer experiences; technology’s impact on services; managing customer service expectations; and customer service metrics.

The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

**COURSE OBJECTIVES:**

The objective of this course is to introduce students to the concepts and techniques of service marketing. The course is designed to cover all-important aspects of marketing of services, increase students understanding of marketing practices and strategies as applied in the service sector. Although all major aspects of services marketing are covered, the course is designed with the needs of marketers of financial services in mind.

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|  | Upon successful completion of this class, course participants will have a workingknowledge of the following: | |
|  | 1. | To understand the unique challenges involved in marketing services; |
|  | 2. | To identify differences between marketing in service versus manufacturing organizations and to understand how "service" can be a competitive advantage; |
|  | 3. | To identify and analyze the various components of the "services marketing mix" (the 7 P's); |
|  | 4. | To appreciate the role of employees and customers in service delivery, customer satisfaction, and service recovery; |
|  | 5. | To refine workplace skills through active learning activities and other classroom exercises; and |
|  | 6. | To become better services marketer and service consumers. |

**COURSE TEXT:**

***Services Marketing: People, Technology, Strategy****,*SeventhEditionby: Christopher Lovelock and JochenWirtz

**COURSE EVALUATION:**

Performance in this course will be measured using the following key activities:

1. Exams. There will be two exams that will cover major concepts in the course. The formats for exams can include items that are multiple-choice, true/false, and a short answer question (any combination)..

2. Case Study. There is a business case assigned for this course. Cases will require you to review information about a company, identify salient issues about its operation and describe its marketing strategy. In addition, analysis requires the student to make recommendations about courses of action for the firm. While there is no expected response for this activity, your analysis and findings should come from your course text, course readings, and information that you have researched about the firm. You will be provided additional information about this assignment in class. It should be typed, at least 1 ½ line space, at least 3 pages, and properly cited.

3. Quizzes.

4. Team project: develop a marketing plan for a product that is not really exist .

5. Instructor’s Assessment. In the business world, your supervisor gives you a performance evaluation, which determines tenure, promotion, raises etc. This is sometimes (more times than not), a subjective assessmentThis will be measured by attendance, punctuality, preparation, attentiveness, professionalism, etc.

**GRADING PLAN**

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|  | **Assignments** | **Points** | **Comments** |
| **1-** | **Final Exam** | **40** |  |
| **2-** | **Exam1** | **20** |  |
| **3-** | **Exam2** | **20** |  |
| **4-** | **Project** | **15** | **5 points for presentation**  **10 points for report** |
| **5-** | **Case study** | **2.5** |  |
| **6-** | **Assignments** | **2.5** |  |

**Group project**

This group assignment gives you the opportunity to design a new service or redesign an existing servicebased on your newly acquired services marketing expertise and put together the marketing plans to launch the new service or make the redesign changes.

There are many things to consider and decisions to make when designing a new service:

1. Introduction about the new service.
2. You should describe
3. Which market segment(s) you want to target and how you want your service to bepositioned relative to the competition.
4. You should provide justification for why this service idea would be valued by your target and why your service will be able to serve the needs of this group better than competitors (Value Proposition)
5. Provide theSWOT analysis.
6. The key components of your service and all of your tactic decisions (the 7 Ps)
7. In your plans, be sure to include a thorough description of the service and how it will work. In order to fully describe the processes involved, you should illustrate the service you have created (or redesigned) by developing a **blueprint** of your proposed new service. If you are redesigning an existing service, you should also include a blueprint of the original service.
8. You should use appropriate services marketing concepts to describe your service and your proposed marketing strategy.
9. Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your service, , **the depth of knowledge** about services marketing you demonstrate based on your discussion of course concepts, **the level** of detail provided, the **quality of the writing**, and the **presentation**.

Your report should be typed and be a maximum of 7 pages. You may put the blueprint in an appendix as well as any other related materials that help support the decisions made in the report. There is no limit to the number of pages included in the appendices.

**Content outline:**

1 Chapter # 1 New Perspectives on Marketing in the Service Economy

2 Chapter # 2 Consumer Behavior in a Services Context

3 Chapter # 3 Positioning Services in Competitive Markets

4 Chapter # 4 Developing Service Products: Core and Supplementary Elements

5 Chapter # 5 Distributing Services through Physical and Electronic Channels

6 Chapter # 6 Setting Prices and Implementing Revenue Management

7 Chapter # 7 Promoting Services and Educating Customers

8 Chapter # 8 Designing and Managing Service Processes

9 Chapter # 10 Crafting the Service Environment

10 Chapter # 11 Managing people for service advantage

Good Luck