

Course Outline

**Department of Marketing, International Business, and
Entrepreneurship
School of Business and Economics**

**MKTG 4410-3
Services Marketing (3,0,0)**

Calendar Description

Students examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses. Topics include new perspectives on services marketing; consumer behaviour in a service context; positioning services in competitive markets; developing service products; distributing services through physical and electronic channels; the pricing and promotion of services; designing and managing service processes; balancing demand and productive capacity; crafting the service environment; managing people for service advantage; and service quality.

Educational Objectives/Outcomes

Upon completing this course, students will:

1. Define and explain services marketing and the extended marketing mix (7Ps).
2. Describe and evaluate the three-stage model of service consumption.
3. Develop an effective positioning strategy in the service market.
4. Explain the flower of services and develop service products.
5. Understand the service delivery in Cyberspace.
6. Develop a service pricing strategy.
7. Assess the pros and cons of services communications.
8. Develop a blueprint for a service process with all the typical design elements in place.
9. Evaluate demand and productive capacity.
10. Define and explain the servicescape model.
11. Explain factors contributing to the difficulty of frontline work.
12. Apply the Gaps model to measure service quality.

Prerequisites

MKTG 2430 or MKTG 3430

Co-requisites

None

Texts/Materials

Student Evaluation

Tests/quizzes	30-50%
Case studies/research projects/assignments	30-45%
Class attendance/participation	0-10%
Major project	0-30%
Final exam	0- 30%

Course Topics

Mandatory Topics:

1. New Perspectives on Marketing in the Service Economy
 - Defining services marketing
 - Extended marketing mix required for services
 - Marketing challenges posed by services
 - Integration of marketing with other management functions
2. Consumer Behaviour in a Service Context
 - Three-Stage model of service consumption
3. Positioning Services in Competitive Markets
 - Market segmentation
 - Service attributes in the service markets
 - Effective positioning strategy
 - Using positioning maps to analyze competitive strategy
4. Developing Service Products
 - Flower of services
 - Branding service products and experiences
 - New service development
5. Distributing Services through Physical and Electronic Channels
 - Deliver services in cyberspace
 - Place and time decisions
 - Role of intermediaries
 - Options for service delivery
6. Setting Prices and Implementing Revenue Management
 - Pricing strategy
 - Ethical concerns in service pricing
 - Revenue management
 - Putting service pricing into practice

7. Promoting Services and Educating Customers

- Challenges of services communications
- Marketing communications planning
- Marketing communications mix
- Role of corporate design

8. Designing and Managing Service Processes

- Flowcharting customer service processes
- Service process redesign
- Self-service technologies

9. Balancing Demand and Productive Capacity

- Fluctuations in demand threaten service productivity
- Managing capacity
- Inventory demand through waiting lines and queuing systems

10. Crafting the Service Environment

- Servicescapes
- Understanding consumer responses to service environments
- Servicescape model

11. Managing People for Service Advantage

- Factors contributing to the difficulty of frontline work
- Service leadership and culture
- Service employees

12. Service Quality

- Gaps model
- Measuring and improving service quality
- Hard measures of service quality

Optional Topics

13. Managing Customer Relationships and Building Loyalty

- Understanding the customer-firm relationship
- Wheel of loyalty
- CRM

14. Complaint Handling and Service Recovery

- Customer complaining behavior
- Principles of effective service recovery systems
- Service guarantees

15. Striving for Service Leadership

- Service-profit chain

- Creating a leading service organization

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional