DEREE COLLEGE SYLLABUS FOR: MK 4162 MARKETING OF SERVICES	
(Updated Spring 2021)	**UK LEVEL 6** **UK CREDITS: 15** **US credits: 3/0/3**

PREREQUISITES:	MK2030 Introduction to Marketing/ MK2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Topics related to the marketing of services delivered to the educational, banking, finance, entertainment, consulting, health, tourism industries and other The distinctive nature of marketing in service contexts and its impact on service marketing strategy formulation.
RATIONALE:	Marketing of services is different from the marketing of goods in several significant ways and requires strategies that traditional marketing practices do not fully reflect. Some basic differences are: lack of inventory, managing the timing of demand/supply, the more personalized nature of services, and controlling the quality of delivered service. The result is the formulation of marketing strategies based on differences in intangibility, heterogeneity and perishability.
LEARNING OUTCOMES:	On successful completion of the module, the student should be able to: 1. Evaluate the importance of services and the issues involved in services marketing. 2. Critically review relevant theories and concepts of service marketing and apply them in the development of service marketing strategy. 3. Critically analyse the role of employees and customers in service delivery and evaluate the concepts and techniques of service quality and customer satisfaction in the services industry. 4. Evaluate the design and realization of a service offering through the use of various data sources.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures. ➢ Discussion and analysis of cases. ➢ Short assignments on service marketing issues ➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project. ➢ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	**Summative:**

Term Paper: Individual written assignment (2.000-2,300 words)	50%

Final Examination (2-hour, comprehensive). Essay-type questions	**50%**

Formative:

In-class, 1-hour, "diagnostic" test - Essay-type questions,	**0%**
Coursework: Class discussions, assignments	**0%**

➢ Term paper: Students write a literature review on a services marketing topic and choose a service organization to evaluate the marketing implications.
➢ The formative course work aims to prepare students for the summative assessments.

The term paper tests Learning Outcomes: 2, 3, 4 with emphasis placed on 4.
The final examination tests Learning Outcomes: 1, 2, 3.

Students are required to resit failed assessments in this module.

INDICATIVE READING:	**REQUIRED READING:** Zeithaml, V.A., Bitner, M.J. and Gremler, D.D. *Services Marketing: Integrating Customer Focus Across the Firm*, latest edition, McGraw-Hill. **RECOMMENDED READING:** **BOOKS** Gronroos, C. (2007), *Service Management and Marketing: Customer Management in Service Competition*, 3rd edition, Wiley. Wirtz, J., Lovelock, C.H. and Chew, P. (2018), *Essentials of Services Marketing*, 3rd edition, Pearson. **ARTICLES** Bambauer-Sachse, S. and Rabeson, L.E. (2015),"Service recovery for moderate and high involvement services", *Journal of Services Marketing*, Vol. 29, No. 5, pp. 331-343. Fernandes, T., Morgado, M. and Rodrigues, M.A. (2018), 'The role of employee emotional competence in service recovery encounters', *Journal of Services Marketing*, Vol. 32, No. 7, pp. 835-849. Giebelhausen, M., Robinson, S.G., Sirianni, N.J. and Brady, M.K. (2014), "Touch versus tech: When technology functions as a barrier or a benefit to service encounters", *Journal of Marketing*, Vol. 78, No. 4, pp. 113-124. Knox, G. and Van Oest, R. (2014), "Customer complaints and recovery effectiveness: A customer base approach", *Journal of Marketing*, Vol. 78, No.5, pp. 42-57.

	Meyer, J., Gremler, D.D. and Hogreve, J. (2014), "Do Service Guarantees Guarantee Greater Market Value?", *Journal of Service Research*, Vol. 17, No. 2, pp. 150-163.

Nillson, E. and Ballantyne, D. (2014), "Reexamining the place of servicescape in marketing: A service-dominant logic perspective", *Journal of Services Marketing*, Vol. 28, No. 5, pp. 374 – 379.

Reinders, M., Frambach, R. and Kleijnen, M. (2015), "Mandatory use of technology-based self-service: does expertise help or hurt?", *European Journal of Marketing*, Vol. 49, No. 1/2, pp. 190-211.

Schuster, L., Proudfoot, J. and Drennan, J. (2015),"Understanding consumer loyalty to technology-based self-services with credence qualities", *Journal of Services Marketing*, Vol. 29, No. 6/7, pp. 522-532.

Vargo, S.L. and Lusch, R.F. (2017), "Service-dominant logic 2025", *International Journal of Research in Marketing*, Vol. 34, No. 1, pp. 46-67.

Wu, Y.-C., Tsai, C.-S., Hsiung, H.-W. and Chen, K.-Y. (2015), "Linkage between frontline employee service competence scale and customer perceptions of service quality", *Journal of Services Marketing*, Vol. 29, No. 3, pp. 224-234. |
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	Journal of Services Marketing, Journal of Service Research, The Service Industry Journal, International Journal of Hospitality Management, Journal of Retailing, Services Marketing Quarterly, International Journal of Retail and Distribution Management, International Journal of Bank Marketing, Harvard Business Review, Sloan Management Review
COMMUNICATION REQUIREMENTS:	Written case analyses submitted in Word and Excel using appropriate terminology.
SOFTWARE REQUIREMENTS:	Word
WWW RESOURCES:	www.dooyoo.com (Shopping platform which compares prices) www.cim.co.uk/ (The Chartered Institute of Marketing) www.ama.org/ (American Marketing Association) www.ons.gov.uk (Office for National Statistics – UK) http://www.theacsi.org (American Customer Satisfaction Index)
INDICATIVE CONTENT:	1. The nature of services marketing 2. The Gaps model of service quality 3. Managing service quality 4. Marketing research in the service industries 5. Relationship marketing and customer loyalty

	6. Service failure and recovery 7. Service design 8. Physical evidence and the servicescape 9. Employee roles in service delivery 10. Customer roles in service delivery 11. Managing demand and capacity 12. Integrated service marketing communications 13. Pricing of services 14. Technology-based services