

## ABSM405 – Services Marketing

Course Title	Services Marketing				
Course Code	ABSM405				
Course Type	Elective (BA Business Administration)				
Level	BA (Level 4)				
Year / Semester	3rd year/ 6 <sup>th</sup> Semester				
Teacher's Name	Dr Danae Harmandas / Mr Yiannos Loizides				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>To provide an in-depth appreciation and understanding of the unique characteristics and challenges entailed in the managing and delivering of quality services.</p> <p>Students examine the important issues that service providers are facing nowadays and the successful implementation of a customer focus strategy in service-based businesses. Topics include an overview of services marketing; understanding the engaging the role of a customer in the development and distribution of a service; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> <li>○ Identify the characteristics of services and the distinctive marketing challenges posed</li> <li>○ Identify the components of the expanded services marketing mix (8 Ps) and apply the 8Ps concept to different service settings</li> <li>○ Describe the flower of service and know how the facilitating and enhancing supplementary services relate to the core product</li> <li>○ Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.</li> <li>○ List the categories of new service development and be familiar with the factors needed to achieve success in developing new services</li> <li>○ Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing in services marketing.</li> <li>○ Evaluate the effectiveness of the 8Ps used by various service organizations</li> </ul>				
Prerequisites	ABSM 101	Corequisites	None		

Course Content	<ol style="list-style-type: none"> <li><b>1. New Perspectives on Marketing in the Service Economy</b> <ul style="list-style-type: none"> <li>○ Why study Services?</li> <li>○ What are Services?</li> <li>○ Forces transforming service markets</li> <li>○ Distinct marketing challenges for service providers</li> <li>○ The Expanded Marketing Mix Required for Services</li> </ul> </li> <li><b>2. Developing Service Concepts: Core and Supplementary Elements</b> <ul style="list-style-type: none"> <li>○ Planning and Creating Services</li> <li>○ The Flower of Service</li> <li>○ Planning and Branding Service Products</li> <li>○ Development of New Services</li> </ul> </li> <li><b>3. Distributing Services Through Physical and Electronic Channels</b> <ul style="list-style-type: none"> <li>○ Distribution in a services context</li> <li>○ Place and Time Dimensions</li> <li>○ Delivering Services in Cyberspace</li> </ul> </li> <li><b>4. Exploring Business Models: Pricing and Revenue Management</b> <ul style="list-style-type: none"> <li>○ Challenges in pricing service products</li> <li>○ Three foundations of services' pricing strategy</li> <li>○ Ethical concerns in service pricing</li> </ul> </li> <li><b>5. Educating Customers and Promoting the Value Proposition</b> <ul style="list-style-type: none"> <li>○ The role of marketing communications for services</li> <li>○ Challenges in promoting service products</li> <li>○ The Marketing Communications Mix and the role of corporate design</li> </ul> </li> <li><b>6. Designing and Managing Service Processes</b> <ul style="list-style-type: none"> <li>○ Flowcharting customer service processes</li> <li>○ Blueprinting services to create valued experiences and productive operations</li> <li>○ The customer as co-producer</li> <li>○ Self-service</li> </ul> </li> <li><b>7. Crafting The Service Environment</b> <ul style="list-style-type: none"> <li>○ What is the purpose of service environments?</li> <li>○ Dimensions of the Service Environment</li> </ul> </li> <li><b>8. Managing People for Service Advantage</b> <ul style="list-style-type: none"> <li>○ The importance of service employees</li> <li>○ Frontline Work</li> <li>○ Cycles of Failure, Mediocrity, and Success</li> <li>○ Service leadership</li> </ul> </li> <li><b>9. Improving Service Quality and Productivity</b> <ul style="list-style-type: none"> <li>○ What is Service Quality?</li> <li>○ The Gaps Model</li> </ul> </li> </ol>
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	<ul style="list-style-type: none"> <li>○ Measuring and Improving Service Quality</li> <li>○ Complaint handling and service recovery</li> </ul>
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
Bibliography	<p><b>(a) <u>Textbooks:</u></b> Lovelock, C and Wirtz, J (2018), Services Marketing: People, Technology, Strategy. Pearson Education</p> <p><b>(b) <u>References:</u></b> <b>Book</b></p> <ul style="list-style-type: none"> <li>○ Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2005), Services Marketing, Mc Graw Hill.</li> <li>○ Kolter P., Bloom P. and Hayes T. (2002) Marketing Professional Services Forward Thinking Strategies for Boosting your Business, Your Image, and Your Profits. NY: Prentice-Hall.</li> <li>○ Palmer A., (2001) Principles of Services Marketing. NY: Mc Graw Hill.</li> </ul> <p><b>Journal articles</b></p> <ul style="list-style-type: none"> <li>○ Zeithaml, V. A., Parasuraman, A. and Berry L. (1985) Problems and Strategies in services Marketing. Journal of Marketing pg 33-46.</li> <li>○ Johann, M. (2015) Services Marketing. Warsaw School of Economics</li> <li>○ Deon, Nel, Gené VanHeerden, Anthony Chan, Mehdi Ghazisaeedi, Wade Halvorson, Peter Steyn. (2011) Services Marketing. Journal of Services Marketing</li> <li>○ <a href="#">Raouf Ahmad Rather</a>. (2018) Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration. Journal of Global Marketing, Volume 132 pg 116-135.</li> <li>○ Ming Hui Huang. Roland Rust. (2018) Artificial Intelligence in Services. Journal of Service Research, Sage Journals.</li> <li>○ Alan Pomering. Lester W. Johnson (2018) Building Sustainability into Services Marketing: Expanding Decision Making from a mix to a Matrix.</li> <li>○ Olivier Furrer, Pierrre Sollberger. (2006) The Dynamics and Evolution of the Service Marketing Literature: 1993-2003.</li> </ul>

	<p>Service Business-An International Journal, Springer Link pg 93-117.</p> <p><b>Suggested Journals</b></p> <ul style="list-style-type: none"> <li>○ Journal of Marketing</li> <li>○ Journal of services Marketing</li> <li>○ Journal of Global Marketing</li> <li>○ Journal of Service Research</li> <li>○ Service Business – An International Journal</li> </ul> <p><b>Useful Links</b></p> <ul style="list-style-type: none"> <li>○ Marketing Week <a href="http://www.marketingweek.com">www.marketingweek.com</a></li> <li>○ MarketingProfs <a href="http://www.marketingprofs.com">www.marketingprofs.com</a></li> <li>○ Sage Journals</li> <li>○ Springer Link</li> </ul>								
Assessment	<p><b>(c) <u>Methods:</u></b></p> <p><b>Students will be assessed as follows:</b></p> <p><b><u>Final exam</u></b></p> <p><b><u>Course work</u></b></p> <ul style="list-style-type: none"> <li>○ Group assignment: This is a group assignment which includes a theoretical part and a practical application part</li> <li>○ Mid term exam</li> <li>○ Oral Presentation</li> </ul> <p><b>(d) <u>Criteria:</u></b></p> <p><b>Final/Mid term exams:</b> Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> <li>○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> <li>○ 86%-100% excellent/comprehensive answers</li> <li>○ 76%-85% very well answered questions</li> <li>○ 66%-75% well answered questions</li> <li>○ 50%-65% satisfactory answered questions</li> <li>○ 0%-49% poor or incorrect answers</li> </ul> </li> </ul> <p><b>Assessed Group Assignment and Oral Presentation</b></p> <p>*The group assignment assessment criteria are as follows:</p> <table border="1"> <thead> <tr> <th></th><th>Maximum Mark</th></tr> </thead> <tbody> <tr> <td><b>Topics</b></td><td></td></tr> <tr> <td>Product</td><td>15</td></tr> <tr> <td>Price</td><td>15</td></tr> </tbody> </table>		Maximum Mark	<b>Topics</b>		Product	15	Price	15
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Product	15								
Price	15								

		Place	15
		Promotion	15
		People	15
		Physical evidence	10
		Process	15
		<b>MAXIMUM TOTAL MARK</b>	<b>100</b>
	*The oral presentation assessment criteria are as follows:		
			<b>Maximum mark</b>
		Preparation	15
		PPT presentation (Clear, not overcrowded)	15
		Content	20
		Organization of information	15
		Ability to answer questions	20
		Adherence to time limit	15
		<b>MAXIMUM TOTAL MARK</b>	<b>100</b>
	*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines		
	(c) <b><u>Weights:</u></b>		
	<ul style="list-style-type: none"> <li>○ Final exam: 60%</li> <li>○ Group assignment: 20%</li> <li>○ Mid term exam: 15%</li> <li>○ Presentation: 5%</li> </ul>		
Language	<b>English</b>		