

BUS240 – *Module Handbook*

Services Marketing

Semester 1 / 2016-17

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Note: Please refer to the Undergraduate Handbook for further information on:

- *The attendance at University*
- *A guide to written work, submission of coursework and penalties for late submission*
- *The criteria used for marking*
- *Appeals, extenuating circumstances, and re-sits*

1. Introduction

Welcome to one of the most evolving topics in the marketing literature. Services marketing, which typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services, and professional services. In light of the growing importance of services in local and global economies, it becomes crucial to study and understand the functionality of service offerings. To do so, the conventional 4Ps of the marketing mix are extended to 7Ps of the services marketing mix. Students will gain an appreciation and understanding of the practical application of the service mix in relation to a variety of service markets, both in the UK and globally. Thereby, this module examines services marketing from a strategic marketing perspective, and enables students explore principles of services marketing in relation to marketing and the broader field of management, e.g., human resource management or innovation management.

Module Structure

This module will begin with providing an overview of the concept of services and how people traditionally view services and why services are important. Services are closely interlinked with customer behaviour and this module will pay close attention to the difficulty of customers in accessing services. It will introduce the 4Ps and its extension the 7Ps, in order for students to gain a deep understanding of what is services marketing. Students will learn to develop, design, and implement services; as well as how to price and value services, in order to create a service blueprint. Knowledge on managing services (demand and supply), assessing service quality, and managing service recovery will follow. The module will then provide an overview of what is happening in present developments in services marketing, specifically SDL and its implications. Finally, the module will introduce some specialised topics such as services in manufacturing companies and the importance of HR for services management.

This module will be delivered through introducing relevant literature, learning experiences, and industry-linked case studies, so that theory and practice go together.

Module Availability

This module is a compulsory year 2 module for the BSc Marketing & Management programme. It will complement the programme and will provide students with an understanding of services as the normal exchange paradigm in marketing. This module will add both theoretical and practical value to students. Students wishing a career in marketing need the opportunity to deepen their understanding of practice and the way it is conceptualised and develop some competence with relevant techniques in services marketing. In addition, all students of marketing need to be equipped with the knowledge and skills to critically engage with practice.

2. Contacts

This course will require the development of critical thinking skills, creativity, and new ways of thinking of the challenges facing businesses. While I am partner in your learning, you must take the lead. As your lecturer, I encourage all students to approach me before or after class, in my office, or by email. I welcome your feedback on the course material and your personal progress throughout the course.

Lecturer:	Dr Nima Heirati
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Room Number:	Bancroft Building, Level 3, FB3.28D
Phone:	+44(0)20 7882 6612
Consultation Hours:	By Appointment
Lectures Time/Venue:	Weeks 1 to 12 – Tuesdays 13:00 to 14:00 Venue: Scape (Opposite Arts Two) - G.15 (109)
Seminars Time/Venue:	Weeks 2 to 12 – Tuesdays 15:00 to 18:00 Venues: Please check your timetable

For administrative enquiries, please contact Angelina Bianchi – a.bianchi@qmul.ac.uk

3.Aims & Learning Outcomes

Knowledge & Learning Outcomes

Having successfully completed this module, students will be able to:

- ✓ Introduce students to major services concepts, provide students with an understanding of services as the normal exchange paradigm in marketing, and the mechanisms and theories from standard services concepts to specialised recent developments services marketing;
- ✓ Enable students to appraise services marketing practice;
- ✓ Enable students to create a services blueprint and manage services at a practical level;
- ✓ Enable students to relate and apply theoretical insights to concrete services marketing and strategy;
- ✓ Improve students ability in analysing case studies, brainstorming, and communicating ideas; and,
- ✓ Prepare students for the possible pursuit of a career in marketing and/or Masters in marketing.

Skills outcomes

By the end of this module, students should have developed the following core skills:

- Academic Content:
 - ✓ Understanding of services as the normal exchange paradigm in marketing
 - ✓ Understanding of the mechanisms and theory from standard to specialised services concepts and how to apply them
 - Understanding of how to manage and implement service exchanges in practice
- Disciplinary Skills - able to:
 - ✓ Increased ability to apply service marketing concepts to develop actionable service blueprints
 - Enhanced ability to conduct group based services research in the real world and effectively communicate findings
- Attributes:
 - ✓ Increased capacity to connect theory to practice
 - ✓ Increased capacity to apply analytical skills to investigate service problems
 - ✓ Enhanced expertise using information for evidence-based decision-making related to managing services

4. Learning Resources

QMplus

The lecture notes, slides, important announcements, and other information will be available on the QMplus. Students are also strongly encouraged to use QMplus to communicate with each other (e.g., through discussion forums).

Required Textbook

Lovelock, C. H., Wirtz, J., and Chew, P. (2012), *Essentials of services marketing* (2nd edition), Pearson, ISBN 978-981-06-8618-5.

- This textbook is ESSENTIAL for completing the course – in particular for the exam. This textbook use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-coloured learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Students are expected to read the relevant chapters associated with each lecture and other directed reading as required.

Complementary Textbook

Zeithalm, V., Bitner, M.J. & Gremler, D. (2012), *Services marketing* (6th edition), McGraw-Hill Education.

- Students are NOT required to acquire this textbook. The textbook can be used in complementary of the main textbook. The related materials will be provided in the QMplus.

Additional Recommended Readings

Apart from books, students will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines). The following refereed journals publish articles concerning *Service Marketing and Management*.

<i>Journal of Marketing</i>	<i>International Journal of Research in Marketing</i>
<i>Journal of Service Research</i>	<i>Journal of Academy of Marketing Science</i>
<i>Journal of Service Management</i>	<i>European Journal of Marketing</i>
<i>Journal of Service Marketing</i>	<i>Harvard Business Review (HBR)</i>
<i>Journal of Business Research</i>	<i>Business Week Magazine</i>
<i>Industrial Marketing Management</i>	<i>The Financial Times</i>

5. Assessment

Type	Weighting	Details	Due Date
Group Presentation	20%	- Roughly 5 students per group - 15 min presentation followed by 10 min Q&A	Weeks 10 & 11 – Attendance is required for all students (or members) of the presenting groups, otherwise they will fail this assessment.
Group Report	20%	- 2,500 words max	15 th December 2016
Individual Exam	60%	- 2 hours exam - Choice of 2 out of 4 essay questions	Exam Period: May-June 2017

Group Report 20% and Presentation 20%: The purpose of this assessment is to give you an opportunity to apply the service marketing principles and theories discussed in class and the textbook evaluating a real-world customer journey case. Each group should consist of roughly 5 students and group members should work together on all parts of the assessment. The 4 steps of the assessment are outlined as follows:

Step 1: Groups will be finalised in week 3. During Weeks 2 & 3, students will have the opportunity to form their own groups based on their allocated seminars. Students who do not attend their allocated seminar or who do not attend at all will be assigned in groups by the module organiser. Students should ALWAYS attend their allocated seminar for this reason.

Step 2: In Week 3, groups are required to select one service case from the provided projects in Weeks 3/4.

Step 3: After you have selected your service firm, students should discuss the customer journey, counter points, and factors that influence customer experience with your peers. Students are required to develop:

- (i) An oral presentation explaining the customer journey diagram discussing factors that influence (positively and negatively) the customer service experience.
- (ii) A report presenting an improved service blueprint and discuss alternative actions that help the selected service firm improve the customer experience.

It is necessary that students within their group see themselves as a consulting team that identify problems involved in the customer journey within a service sector and propose alternatives that improve the customer service experience. Assistance will be given through lectures and seminars helping students prepare for the group report and presentation.

Step 4: As a group, you should keep a record of your meetings, attendance, and performance/contribution of each of your group members based on the following statements. You must submit this form as a group to the module leader with your group assessment (or if your group cannot agree on the peer assessment scores, each student from the group should submit one peer assessment form). Failure to complete the form will result in all members of the group being awarded 0%. The module leader reserves the right to reduce marks of individuals within a group if they have failed to attend meetings and substantially contribute to the group assessment. More details on this form on QMPLUS.

Exam 60%: An individual final unseen written exam given the theoretical nature of the module. Students will have to answer two out of four essay questions. This assessment method encourages students to demonstrate their understanding of the subject area, to show the ability to think critically and to construct logical arguments.

6. Module Organisation

Lectures. There will be 12 weeks of one-hour lectures. In the lectures, the basic concepts and theories of the textbook will be introduced, in addition to the materials that go beyond the textbook and are relevant for the exam. Students are in control of their learning in this module. Development of subject specific and cognitive skills are introduced in lectures and further developed through suggested reading and consolidated by the use of case study material and other examples. Students are expected to participate actively and positively in the teaching/learning environment. In this module, theory and practice go together; students must read the theory in advance to be able to use it. Attendance is highly recommended.

Seminars. Each week (except Week 1) one-hour seminars follow the lecture. Students will be assigned to a seminar group via timetable automatically. Seminars intend to ensure a comprehensive understanding of the topic area and to make sure that students are able to detect and transfer learned concepts to practice. To achieve this goal, a mixture of case studies, discussions, and hands-on exercises is used. Further, the case study analysis helps students to prepare for the final assessment. Preparation and active participation in seminars will be expected. It is the student's responsibility to ensure that he/she has prepared adequately for each seminar. During the seminars, students need to be prepared to discuss their answers to the exercises, analyse, and share ideas on the case studies, which will enhance students' learning.

7. Teaching Schedule

Week	Topic	Chapter
Week 1	- Module Objectives & Structure - Introduction to Services Marketing	Chapter 1
Week 2	- Consumer Behaviour in a Services Context - Seminar: <i>The Economist Film – Gear Shift</i> https://www.youtube.com/watch?v=e2rBzJXLem8#action=share	Chapter 2
Week 3	- Positioning Services in Competitive Markets - Seminar: <i>Design Positioning Map for Telecommunication Companies or Online Music Stores</i>	Chapter 3
Week 4	- Developing Services: Core and Supplementary Elements - Seminar: <i>Analyse Core & Supplementary Elements of Pokémon Go</i> http://www.pokemongo.com/en-uk/	Chapter 4
Week 5	- Distributing Services via Physical and Electronic Channels - Setting Prices and Implementing Revenue Management - Seminar: <i>Discuss Strategies to Minimize the Threat of Showrooming in the Retail Industry</i>	Chapter 5 Chapter 6
Week 6	- Promoting Services and Educating Customers - Seminar: <i>Designing & Managing Service Processes (Ch8)</i>	Chapter 7
Week 7: Reading Week – No lecture		
Week 8	- Designing and Managing Service Processes - Balancing Demand and Capacity - Seminar: <i>Customer Journey & Experience Management</i>	Chapter 8 Chapter 9
Week 9	- Crafting the Service Environment - Managing People for Service Advantage - Seminar: <i>Customer Journey & Experience Management</i>	Chapter 10 Chapter 11
Week 10	- Managing Relationships and Building Loyalty - Seminar: <i>Group Presentation (2 Groups per seminar)</i>	Chapter 12
Week 11	- Complaint Handling and Service Recovery - Seminar: <i>Group Presentation (2 Groups per seminar)</i>	Chapter 13
Week 12	- Evolving Topics in Service Marketing – Module Revision - Seminar: <i>Reserved for Slippage</i>	
Group Report submission due: 15/12/2016 Exam date: Exam Period (May-June 2017)		

Note: The module leader will keep a hard copy record of students attending the seminars each week, as well as the usual electronic scanning version of student identity cards as per the university's regulations. Whenever students are unable to come to a seminar, the module organizer should be informed in advance.

Note: Seminar attendance is compulsory. If students miss more than 2 seminars without sufficient, documented reason, they will be deregistered from the course.

8. Appendix I: Group Report Structure

The following are required elements in your report:

Cover Page: Title of your Report & Student IDs of ALL group members (not group numbers).

Introduction or Executive Summary (250 words): Explanation of the idea and initial rationale for its choice.

Literature Review (500 words): Provide the literature support for designing, managing, and optimizing a service blueprint and alternative actions help the selected service firm improve the customer experience. Student should explain which of the theoretical frameworks, tools, and concepts discussed throughout the module could be used to justify the selection of this idea in a more solid way. Synthesis is the key, here. Do not describe each theory but try to apply them on your topic. Students may use recommended and additional readings posted on QMplus, as well as other resources (e.g., journals, magazines – see section additional readings in this handbook).

Service Blue Print (500 words): Develop a service blueprint based on the customer journey described through presentation weeks and discuss and discuss factors that influence (both positively and negatively) the customer service experience.

Strategy Alternatives and Recommendations (1000 words): Student are required to relate and apply the service marketing principles such as service provision process, customer experience, blueprinting, and service recovery. It is necessary that students within their group see themselves as a consulting team that identify problems involved in the customer journey within a service sector and propose alternative that improve the customer service experience.

Conclusion (250 words): Provide a conclusion of the report, discuss whether this is a viable venture and identify limitations of the propose alternatives.

References: Whenever you incorporate information from any articles or comments published in online or offline publications, you need to provide correct citation information and a full list of all cited references at the end. Use the Harvard Referencing System - for a guide see <http://libweb.anglia.ac.uk/referencing/harvard.htm>

Formal requirements:

- ✓ The report is expected to be well structured with regard to its content as well as with regard to its form.
- ✓ Use double-space except for appendices and reference list.
- ✓ State a word count at the beginning of the report. The word count has to include everything except the cover page, tables, figures, and the reference list. The report should be maximum 2,500 words.