



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6419 Service Marketing

Program

Master's Degree Program in Marketing Management, 4th year, Master of Science in Marketing (Marketing)

Responsible for the course

Line L Olsen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Knowing the field of service marketing is a prerequisite today for those who want to successfully pursue careers and run businesses both in the private and public sector. However, knowing how services are different from products and what unique challenges they pose on marketing and managing is necessary, but not sufficient information. Additionally, the rapid infusion of technology into various industries has created new kinds of services that offer opportunities for service and manufacturing organizations to enhance their relationships with customers. Consequently, customers' demands have changed. Customers now expect to interact with service providers in a multitude of ways, posing additional challenges on service marketing and managing.

Objective

In this course students will learn how to deal with these challenges. In order to do so, the course provides in-depth knowledge about the key issues in service marketing, frameworks, strategies and tools to address the challenges of marketing and managing services, whether in a manufacturing or service context. The course is different from courses in service management in that it has a marketing/psychological approach.

During the course students will, among other things, learn how to:

- 1) understand the uniqueness of service marketing and why it is important
- 2) analyze service organizations and implement service strategies
- 3) integrate a customer focus in the service organization
- 4) develop and analyze service blueprints
- 5) understand different customer-service provider relationships
- 6) analyze and design service delivery systems that meet customers needs emphasizing technological advances and different customer-service provider relationships
- 7) understand the importance of recovery systems
- 8) understand the role of employees in services
- 9) understand the customer psychology of consuming and evaluating services
- 10) understand the psychology and economics of customer loyalty.
- 11) understand the importance and the implications of marketing service promises
- 12) understand how to use service as a competitive advantage

Prerequisites

Course in marketing management or equivalent.

Compulsory literature

Zeithaml, Valarie A. and Mary Jo Bitner. 2003. *Services marketing: integrating customer focus across the firm*. 3rd ed. Boston, Mass.: McGraw-Hill.

Course pack with selected articles.

Recommended literature

Oliver, Richard, L. *Satisfaction: a behavioral perspective on the consumer*. Boston, Mass.: Irwin/McGraw-Hill.

Course outline

Course outline:

Part 1: Introduction to services

What's so special with service marketing and service organizations?
The service economy it's history and raison d'être

Part 2: Analyzing and understanding service organizations.

The potential pitfalls of service organizations, antecedents and consequences
Integrating the customer focus

Part 3: The customer focus

Understanding customer expectations and perceptions
Building customer relationships

Part 3: Service development and design

Customer defined service standards
Physical evidence and service escapes

Part 4) Managing service delivery and promises

The role of the employee, the customer and the technology in service delivery
Integrated services marketing communications
Closing the gaps

Part 5: Customer loyalty

The psychology and economics of customer loyalty
Service recovery

Part 6: The future of service marketing

What's new in service marketing?
Services marketing: a summary

Computer-based tools

Black Board will be used for distribution of course material.
Simulation program.

Course structure

36 hours.

Evaluation

Your course grade will be based on the following activities and weights:

Class participation:	20 %
Student project:	20 % (two different assignments), in groups of up to 3 students
Term paper:	60 %, individually

Class participation:
students will be evaluated by the quality and not the quantity of their comments.

Student project:
two different assignments/projects will be given during the course.

Termpaper:
a termpaper will be given at the end of the course and students may choose their topic from a list of suggested alternatives.

Evaluation code(s)

GRA64191 Class participation, student project and term paper accounts for 100 % of the final grade in the course GRA6419.

Aids at the examination

All aids allowed.

Makeup exam

Next time the course is offered.

