



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2302 Service marketing and customer loyalty

Program

Bachelor's Program in International Marketing, Bachelor's Program in Marketing , Bachelor's Program in Tourism and Service Management

Responsible for the course

Kjell Reidar Bygnes

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The objectives of this course are to provide the students with:

- an in-depth understanding of what challenges managers face when marketing and managing service firms,
- the implications of these challenges for managers and employees,
- insights and skills on how to meet and handle these challenges successfully in order to create and maintain a loyal customer base.

The educational goal of the course is to provide the students with applicable skills gained through cases, group projects, presentations and discussions.

Prerequisites

Basic skills in marketing.

Compulsory literature

Andreassen, Tor Wallin. 2003. *Serviceledelse. 4. utg.* Oslo: Gyldendal.
Söderlund, Magnus. 2004. *Den lojale kunden*. Gyldendal Akademisk.
Compendium of articles: approximately 60 pages.

Recommended literature

Andreassen, Tor Wallin and Fred Selnes. 2001. *Serviceheltene*. Nesbyen: Stølen Media.
Zeithaml, Valerie A. and Mary Jo Bitner. 2003. *Services Marketing*. 3rd ed. Boston, Mass.: Irwin/McGraw-Hill.

Course outline

Introduction:

The origin and evolution of service marketing.

What is so special about marketing services?

The competitive environment and trends that may influence service firms' marketing and strategies.

Models for marketing and managing service firms:

The conceptual model for the course: the service triangle.

The service triangle's main areas: providing the service promise, enabling the service promise and delivering the service promise. Application of technology will be discussed with reference to each of the triangle's main areas.

Other central models:

"The gap model of service quality":

focus on the potential gaps reducing service quality, strategies and techniques to close the gaps, and the relationship between the internal and the external service environment.

"The service profit chain":

focus on the relationship between employee satisfaction, service quality, customer satisfaction, customer loyalty and profitability.

Service heroes:

- What are the characteristics of service heroes?
- Different roles.

Service recovery**Customer loyalty in theory and practice:**

- Defining the construct.
- Different kinds of customer loyalty and loyalty programs.
- Measuring service quality, customer satisfaction and loyalty.
- The national customer satisfaction indices.

Different service delivery systems:

- Customer-service provider relationships: different kinds and phases.
- What are the predictors of customer loyalty given different relationships and phases?

Computer-based tools

Ordinary use of PC, no particular software. Blackboard will be used for publication of lecture slides, exercises and other relevant materials.

Course structure

The course has 36 teaching hours over one semester. In addition to ordinary lectures, taskoriented learning, through minor projects like cases, video recording and role plays, etc., is central. Of the 36 course hours, 9 hours are assigned to taskoriented learning, each of these sessions is 3 hours. The case/project will consist of several questions/exercises.

When going through a case/project, two student groups from the class will be appointed for each question/ exercise. The first group is presenting their case solution to the rest of the class while the second group is preparing a critique or alternative solution or view. This is conducted in a plenary session followed by a group discussion and summary of main conclusions by the lecturer. When presenting a video project or role play, selected students or groups will be asked to play roles, demonstrate and document different service situations also in a plenary session. Again followed by a group discussion and summary of main conclusions by the lecturer. Active participation from the students is required during these presentations and discussions in order to achieve effective learning. It is important for students to come to class and be active during these presentations and discussions as the exam will contain questions referring to these events.

A test exam will be provided during the semester.

Net studies

Det gjennomføres intensivundervisning på samlinger i starten av semesteret og før eksamen. Ved BI Nettstudier benyttes studieguide som supplement til pensumlitteraturen. Studieguiden inneholder tips om studiet, fremdriftsplan og oppgaver. Fagveiledningen gjennomføres via Internett, med fagsider, diskusjonsgrupper og interaktive oppgaver, samt ved frivillige oppgaveinnsendingsprogram.

Evaluation

A 3 hours individual written exam will be given at the end of the course.

Evaluation code(s)

MRK 23021 Service marketing and customer loyalty

Aids at the examination

No aids are permitted.

Makeup exam

At the next ordinary exam.