



APPLIES TO ACADEMIC YEAR 2005/2006

## GRA 6419 Service Marketing

### Program

Master of Business and Economics Program, Master of Science in Business, Master of Science in Management, Master of Science in Marketing (Marketing), Specialization Course

### Responsible for the course

Tor W Andreassen

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

The field of service marketing has had a profound impact on marketing. Today talking about goods and services does not make sense: it's all services. However, being able to appreciate the uniqueness of services we need to focus on the differences in order to get the big picture. This course will focus on managing and marketing breakthrough services and in the process highlight why managing and marketing in a service context is more challenging (and rewarding) than fast moving consumer products. The injection of technology and its impact on customers and managers will be discussed at length. Finally, the financial implications of alternative investments on customer equity will be discussed. Pedagogy: problem based teaching.

### Objective

- To study "breakthrough" services in order to understand the operations of successful service firms that can be benchmarks for future management practice.
- To develop an understanding of the "state of the art" of service management thinking.
- To develop an awareness of the opportunities that information technology can have for enhancing customer relationship.
- To appreciate the organizational significance of managing the service encounter to achieve internal and external satisfaction and customer loyalty.
- To understand the dimensions of service growth and expansion both domestically and internationally.

### Prerequisites

Course in marketing management or equivalent.

### Compulsory literature

#### Books:

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

### Recommended literature

#### Books:

Oliver, Richard, L.. 1997. Satisfaction: a behavioral perspective on the consumer. Boston, Mass.: Irwin/McGraw-Hill.

### 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**

Blackboard 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.

Term paper:

A term paper 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**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.