



APPLIES TO ACADEMIC YEAR 2007/2008

## GRA 6419 Service Marketing

### Program

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

### Responsible for the course

Line L Olsen

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

Knowing the field of service marketing is a prerequisite today for those who want to successfully pursue careers and manage 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. Central to this approach is critical thinking and reflection. The course is different from courses in service management in that it has a marketing/psychological approach.

### Prerequisites

Course in marketing management or equivalent from Bachelor level.

### Compulsory literature

#### Books:

Zeithaml, Valarie A., Mary Jo Bitner and Dwayne D. Gremler.. 2006. Services marketing: integrating customer focus across the firm. 4th ed. Boston, Mass.: McGraw-Hill

#### Articles:

Course pack with selected articles and cases

### Recommended literature

#### Books:

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

### Course outline

#### - Introduction to services

What's so special with service marketing and service organizations?  
The service economy it's history and raison d'être.  
Classical thinking and current advances.

#### - Customer focus

Consumer behavior in services.  
Evaluation processes.  
Understanding customer expectations and perceptions.

**- Analyzing and understanding service organizations:**

**- Central models and analytical frameworks:**

**The gaps model of service quality**

The customer gap, the internal service provider gaps, influencing customer's perception of service quality.

Pros et cons of the model. Are of application.

**The service triangle**

Giving, enabling and delivering the customer promise. External, internal and interactive marketing in and of service organizations.

Pros et cons of the model. Are of application.

**The service-profit-chain**

The relationship between employee satisfaction, customer satisfaction, loyalty and profits.

Pros et cons of the model. Are of application.

**Service development and design**

Customer defined service standards.

Physical evidence and service escapes.

**Managing service delivery and promises**

The role of the employee, the customer and the technology in service delivery.

Integrated services marketing communications.

**Service recovery**

Procedures and guarantees.

What makes unhappy customer happy and loyal?

**Customer loyalty**

Defining the concept.

The antecedents and consequences.

Loyalty programs/loyalty marketing.

**Financial accountability of service marketing**

**Closing the internal service provider gaps and the customer gap**

**Computer-based tools**

Black Board will be used for distribution of course material. Simulation project/case - CD-ROM or Internet based.

**Course structure**

The course will require the students to participate actively as it is based on lectures, discussions, case analyses and presentations. Students need to be well-prepared for each session. There will be a total of 36 hours of course related activities.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

**Evaluation**

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

- Class participation: 20% individual
- Student projects: 10% one case write-up, group  
10% computer simulation, group
- Term paper: 40%, group
- Final exam: 20%, individual (3 hours)

**Evaluation code(s)**

GRA64191 accounts for 100 % of the final grade in the course GRA6419.

**Aids at the examination**

No 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.

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.