



APPLIES TO ACADEMIC YEAR 2008/2009

EMS 2328 Service Marketing

Program

Bachelor in Real Estate (2. year)

Responsible for the course

Gorm Kunøe

Department

Department of Marketing

Term

According to study plan

ECTS Credits

12

Language of instruction

Norwegian

Objective

The course aims to give students in-depth knowledge of central aspects of service marketing that are relevant for real estate studies. The course includes the subject areas information-related and consumer behavior, sales and sales management, marketing research as well as service management. Lectures, student guidance and assignments shall as far as possible incorporate the particular characteristics of the real estate business.

Prerequisites

The Foundation Program in Business Administration or equivalent.

Compulsory literature

Books:

Andreassen, Tor Wallin. 2006. Serviceledelse: planlegging og styring av sannhetens øyeblikk. 5. utg. Oslo: Gyldendal akademisk
Berg, Petter A. 2005. Kunsten å selge. 3. utg. Oslo: Cappelen akademisk forlag
Christoffersen, Svein Aage, red. 2005. Profesjonsetikk : om etiske perspektiver i arbeidet med mennesker. Oslo: Universitetsforlaget
Cialdini, Robert B. 2003. Påvirkning: teori og praksis. Oslo: Abstrakt forlag

Recommended literature

Books:

Bennett, William J. 2007. Dydernes bog: En skatkiste af gode fortællinger. Lindhardt og Ringhof
Johnston, Mark W. and Greg W. Marshall. 2006. Churchill/Ford/Walker's sales force management. 8th ed. Boston : McGraw-Hill/Irwin
O'Keefe, Daniel J. 2002. Persuasion: Theory and research. 2nd ed. Thousand Oaks: Sage
Zeithaml, Valerie A., Mary Jo Bitner and Dwayne D. Gremler. 2006. Services marketing: integrating customer focus across the firm. 4th ed. New York: Irwin/McGraw-Hill

Course outline

The course is based on 72 teaching hours organized in the four following sections:

1. Service management
2. Persuasion
3. Personal sales and sales management
4. Professional ethics

Computer-based tools

Computer-based tools will not be used in this course

Course structure

The course is taught over one semester based on 72 hours of teaching, there will be case work in smaller groups binding the four sections together.

SECTION 1: Service management

Goal

The goal of the section is to give the students a general insight into and an operational understanding of which concepts are available to the management and the marketing of service companies. Emphasis is put upon the fact that there is a fundamental difference between managing a product selling firm and a service selling firm. This section contains a management perspective in the presentation of the possibilities and problems involved in organising, managing, marketing and selling real estate services. Having completed the service management section of the course the students should be able to market and communicate with people demanding their services.

Literature

Andreassen, Tor Wallin. 2003. *Serviceledelse*. 4. utg. Oslo: Gyldendal akademisk. NB! The chapters 1 and 6 are not relevant for the exam.

Topics

1. Introduction to services
2. The classification of services
3. Service quality and customer satisfaction
4. The development of competitive services
5. The handling of customer relations
6. Aspects of organisational character and internal marketing
7. Strategic management and market planning
8. Communicating real estate services to the market

Recommended literature

Zeithaml, Valerie A., Mary Jo Bitner og Dwayne D. Gremler. 2006. *Services marketing: integrating customer focus across the firm*. 4th ed. New York : Irwin/McGraw-Hill

Section 2: Persuasion

This section has two goals: 1. The student will have obtained detailed knowledge and understanding of theories concerning influence and persuasion. 2. The student will gain understanding of which qualifications the sender of communication, the communication itself, the communication channels and the receivers must have in order to influence the outcome.

Goal

In this section is presented how we are being influenced by others and how we influence others. Central in the section is Cialdini's division of effective techniques of influence: Reciprocity, consistency, social evidence, sympathy, authority and brevity. When one understands what kind of weapon conscious influence is, one understands how one can influence effectively.

Topics

1. The weapon of influence
2. Reciprocity
3. Inner commitment and consistency
4. Social evidence
5. To like and be liked
6. Authority
7. Brevity
8. The influence of the moment

Literature

Cialdini, Robert B. (2003) *Påvirkning i teori og praksis*. Abstrakt Forlag.

Recommended literature

O'Keefe, Daniel. (2002). *Persuasion: Theory and research*. 2nd ed. Thousand Oaks: Sage

Section 3: Personal Sales and Sales Planning

Goal

The students will reach a level of knowledge that makes it possible for them to plan and carry out personal sales. During this section the students shall develop understanding for the sales process and for the personal communication as an active tool throughout the process.

Topics

1. The process of buying and selling
2. The sales conversation
3. Understanding communication
4. Questioning, objections and closing techniques
5. Economic argumentation
6. Negotiations
7. Relationship building and quality assurance

Literature

Berg, Petter A. 2005. Kunsten å selge. Cappelen Akademisk Forlag

Recommended literatur

Churchill/Ford/Walker (2006). Sales Force Management. 8. ed. McGraw-Hill.

Section 4: Ethics in professions

Goal

In this section we focus on the ethical side of being a real estate agent within the Norwegian model of real estate selling. In her daily work as a professional the real estate agent she meets the client face-to-face, and during the encounter she will have to make choices of ethical character with different consequences for herself and her clients.

The section aims at strengthening the ethic foundation of the students in order to enable them to take better ethical-moral decisions.

Topics

1. Why ethics?
2. Professions and ethics in professions - what is that?
3. Ethics in real estate firms
4. The ethical real estate agent
5. Ethicis of virtue, citizenship and social practice
6. Power of judgement and ethics
7. One's personal borders and violations
8. Virtue is not an extra benefit

Recommended literature

Christoffersen, Svein Aage (red.) (2005). Profesjonsetikk. Oslo: Universitetsforlaget

Anbefalt literatur

Bennett, William (2007). Dydernes bog. En skatkiste af gode fortællinger. Lindhardt og Ringhof

Evaluation

A five hour individual written examination concludes the course.

Evaluation code(s)

EMS 23281 Individual written exam accounts for 100% of the grade in EMS 2328 Service Marketing, 12 ECTS credits

Aids at the examination

None.

Makeup exam

A re-sit is held at the end of the next course.