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
Department of 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.

Learning outcome
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, Valerie A., Alan Wilson, Mary Jo Bitner, Dwayne D. Gremler. 2008. Services marketing : integrating customer focus across the firm. European ed. McGraw-Hill. 576. This books is not yet published, will be in February 2008.

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:

How to apply central models and analytical frameworks to improve performance:

1) 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. Area of application.

2) 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. Area of application.

3) The service-profit-chain
The relationship between employee satisfaction, customer satisfaction, loyalty and profits.
Pros et cons of the model. Area of application.

Listening to customers through research
Research in services marketing: methods, procedures and areas 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
Pricing services
Customer equity
Return on marketing

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 particpate 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 attendence 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
A bilingual dictionary. Exam aids at written examiniations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

http://www.bi.edu/studenthandbook/examaids

Makeup exam
Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, 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.