



APPLIES TO ACADEMIC YEAR 2009/2010

## GRA 6419 Service Marketing

### Programme

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

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

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 reading

#### Books:

Wilson, Alan ... [et al.]. 2008. Services marketing : integrating customer focus across the firm. European ed. London : McGraw-Hill. 576

#### Articles:

Course pack with selected articles and cases

#### Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

### Recommended reading

#### Books:

Oliver, Richard L. 2009. Satisfaction : a behavioral perspective on the consumer. 2nd ed. M.E. Sharpe

### 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**

Blackboard will be used for distribution of course material. Service marketing simulation/game available over the Internet, at the cost of approximately 50 USD per student.

**Learning process and workload**

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.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

**Examination**

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

- Class participation: 10% individual
- Student projects: 10% one case write-up, group  
30% computer simulation, group
- Term paper: 30%, group
- Final exam: 20%, individual (3 hours)

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

**Exam code(s)**

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

**Examination support materials**

A bilingual dictionary. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

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

**Additional information**

**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 academic integrity. If you have any questions about your responsibilities under the honor code, please ask.