



APPLIES TO ACADEMIC YEAR 2010/2011

BIK 2931 Service marketing and customer loyalty

Programme

Single courses

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Today, service companies account for approximately 75 % of the gross national product in several developed countries, employing approximately 75 % of the labor force. These numbers are expected to increase in the near future. In addition we see that a growing amount of product manufacturing companies extend their products by offering customer services. In a competitive environment dominated by service companies in stagnated markets and increasing focus on customer service, knowledge about service marketing in general and loyalty marketing in particular become a vital prerequisite, in order to succeed in both private and public sectors. This means that today's managers need to have in-depth knowledge about the unique characteristics of services as compared to products and the challenges these characteristics pose on marketing and management of customer service and service companies. At the same time, the rapid technological development introduces new opportunities and challenges for building relationships between service providers and their customers. Thus, knowledge about the role of technology in service and loyalty marketing becomes another extremely important prerequisite for succeeding in both private and public sectors.

Learning outcome

Through this course, the students should develop an understanding of what challenges one faces when marketing and managing services and service companies. The participants should gain knowledge about the consequences of these challenges for the employees, the customers and the management and what models and tools, that can be applied to handle these challenges when the overall goal is to create a loyal and profitable customer base.

Knowledge:

Through this course the students should gain knowledge about:

- core topics and problems within the field of service marketing and customer loyalty
- fundamental theories, methods and concepts within the field
- gain knowledge about research and development within the field
- keeping updated on core topics
- some history, traditions and distinct character of the field
- some relevant ethical issues within the field

Abilities:

Through this course the students should gain the following abilities:

- to analyze topics within the field and draw their own conclusions
- to reflect on their own practice and adjust it in accordance with new knowledge
- to apply service marketing knowledge to solve practical and theoretical problems
- to make and explain service marketing decisions
- to use relevant results from research and development within the field
- to search, handle and assess information in a critical way
- to write a discursive text
- to apply relevant tools and techniques

Attitudes/overall competence:

Through this course the students should gain the following attitudes and overall competence:

- to plan and implement tasks that last over time
- to carry out service marketing projects
- to extend their knowledge, abilities and understanding further through future studies and work

- to work independently and as team members
- to communicate information, theories, ideas, problems and solutions from service marketing both orally and in writing
- to participate in discussions with others from the field, about service marketing topics
- to contribute to development of sound practice within the field through the exchange of opinions and experiences

Prerequisites

Basic skills in marketing.

Compulsory reading

Books:

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

Collection of articles:

Line Lervik Olsen. 2008. BIK 2800: Tjenestemarkedsføring og kundelojalitet

Recommended reading

Course outline

Foundations for service marketing

Introduction to services
Consumer behavior in services

Understanding customer requirements

Listening to customers through research
Customer expectations of service
Customer perceptions of service
Conceptual framework of the book: the gaps model of service quality

Service design and standards

Service development and design
Customer-defined service standards
Physical evidence and the servicescape

Delivering and performing service

Employees' roles in service delivery
Customers' roles in service delivery
Delivering service through technology
Intermediaries in service delivery
Managing demand and capacity

Managing service promises and building customer loyalty

Integrated service marketing communication
Service recovery
Customer loyalty

Service marketing and the bottom line

Pricing of services
The financial impact of service quality

Reviewing and critiquing the field of service marketing:

Review of service marketing: how did it all start and why?
Do our concepts, theories and models still hold water?
What trends and challenges are we facing/ will we see in near future?

Computer-based tools

Ordinary use of PC, no particular software. Blackboard will be used for publication of lecture slides, exercises and other relevant materials.

Learning process and workload

The course is given over approximately 30 hours. Students have to work on their term paper throughout the course.

Required work

Three individual assignments are to be handed in during the course, these are mandatory and in partial fulfillment of the term paper. The students can not hand in the term paper before the three assignments are handed in and accepted. No grades are given on these assignments.

E-learning

The e-learning platform Apollon is used by the e-learning centre. The e-learning teacher publishes course

material, exercises (including mini-exercises with the teacher's comments), cases and digital learning resources. The students are given the opportunity to communicate with the e-learning teacher and co-students. Module sessions are carried out at the beginning of the semester and before exams. The e-learning students are also offered a study guide which is an educational guide to the syllabus. The mandatory exercises in the course and feedback/reviews are given through Apollon.

The teaching style will be adjusted to the size of each particular class.

Coursework requirements

Required work

To obtain a grade in the course, the students must have passed the written assignments in order to take the exam.

Examination

The course is evaluated by a term paper handed in individually or in groups of maximum three students

Examination code(s)

BIK 29311- Term paper accounts for 100% of the grade in BIK 2931 Service marketing and customer loyalty 7.5 ECTS credits

All assessments must be passed achieve grade in the course

Examination support materials

All

Re-sit examination

A re-sit is held in connection with the next scheduled exam in the course. At re-sit the student keep the passed elements.

Additional information