



APPLIES TO ACADEMIC YEAR 2010/2011

EXC 2506 Service marketing and customer loyalty

Programme

Bachelor in Business Administration (BBA) (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Today, service companies account for approximately 75 % of the gross national product in several developed countries, employing approximately 75 % of the labour 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 to succeed in both the 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 as regards 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 the private and public sectors.

Objective

The objectives of this course are to provide the students with:

- knowledge of classical and current thinking in service marketing
- an in-depth understanding of what challenges managers face when marketing and managing services
- the implications of these challenges for managers, employees and customers
- insights and skills on how to handle these challenges successfully in order to create and maintain a loyal and profitable customer base

The educational goal of the course is to provide the students with:

- applicable skills gained through assignments like cases, individual and group projects, presentations and discussions
- increase the ability to make the right marketing decisions and choice of marketing tools and techniques through a critical reflection approach.

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. 576

Collection of articles:

Line Lervik Olsen. Coursepack EXC 2506 Service marketing and customer loyalty

Recommended reading

Other:

Line Lervik Olsen. Collection of articles EXC 2506 Service marketing and customer loyalty

Course outline

Foundations for service marketing

Introduction to services
Consumer behaviour 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. Access to the Internet is necessary as It's learning will be used for publication of lecture slides, exercises, course pack and other relevant materials. Moreover, one of the learning tools is a service marketing simulation/game, accessible through the Internet.

Course structure

The course has 36 teaching hours over one semester. Within these hours there will be ordinary lectures, as well as task-oriented learning through individual and group projects like for example cases of different formats, presentations, discussions and a competitive service marketing simulation/game that is central. Every exercise/case session will be followed by a group discussion and summary of main conclusions by the lecturer. Active participation from the students is required during class in order to achieve effective learning. The teaching style will be adjusted to the size of each particular class.

Examination

A three hour individual written exam concludes the course.

Examination code(s)

EXC 25061 - written examination accounts for 100% of the final grade in EXC 2506 Service Marketing and Customer Loyalty, 6 credits.

Examination support materials

One bilingual dictionary may be used at the written examination.
Examination support materials at written examinations are specified under exam information in our web-based Student handbook. Please note the use of calculator and dictionary,
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

At the next ordinary exam.

Additional information

The service marketing simulation/game will be at an additional cost of approximately 40 USD per student.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.