



APPLIES TO ACADEMIC YEAR 2011/2012

EXC 3620 Service marketing and customer loyalty

Programme

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

Responsible for the course

Line L Olsen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

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 an 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 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 on marketing and management of customer services and service companies. At the same time, the rapid technological development and the increased use of social media introduce new opportunities and challenges for building relationships between service providers and their customers. Thus, knowledge about the role of technology and social media in service and loyalty marketing becomes another extremely important prerequisite for succeeding in both the private and public sectors.

Learning outcome

Acquired knowledge

This course should give the students knowledge about fundamental theories, methods and concepts within the area of services marketing and customer loyalty through:

- an understanding of what challenges one faces when marketing and managing services
- knowledge about the consequences of these challenges for the employees, the customers and the management
- knowledge about core models and tools that can be applied to handle these challenges when the overall goal is to create a loyal and profitable customer base.

Acquired skills

Through this course the students should be able to apply services marketing knowledge to solve practical and theoretical problems through an increased ability to:

- to apply relevant tools and techniques to meet and handle the various challenges and problems of service companies

Reflection

Through this course the students should be able to communicate information, theories, ideas, problems and solutions from service marketing by an increased focus on ethical problems and corporate social responsibility.

Prerequisites

Basic course in Marketing Management, EXC 3414 or equivalent.

Compulsory reading

Books:

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

Collection of articles:

Line L. Olsen. Service Marketing: Selected Articles

Recommended reading**Books:**

Oliver, Richard L. 2010. Satisfaction : a behavioral perspective on the consumer. 2nd ed. M.E. Sharpe

Course outline**The foundation of service marketing**

- Introduction to services
- Internet services and social media
- 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

This course requires that students use of the learning platform It's Learning and the Internet when working on assignments.

Learning process and workload

The course will consist of a combination of lectures, group work, discussions and feedback on the work requirements. Feedback will be given in a plenary session after each assignment has been handed in.

Coursework requirements

During the semester three (3) mandatory assignments are to be handed in, one (1) of these is a multiple-choice test on It's Learning. All three (3) assignments are individual assignments and will be graded as pass/fail. The multiple-choice test may be taken several times if it is not passed the first time (the multiple-choice test can be taken several times before the deadline). All three (3) assignments have to be approved for the student to be able to take the examination. More information will be given during class and on It's Learning.

Recommended time spent for students:

Activities	Hours
Lectures and group work	36
Home work/ preparations before class etc.	90
Hours spent on work requirements	71
Examination	3
Recommended use of time	200

Use of hours

36 hours - Lectures

9 hours - Administrative It's learning and giving feedback

45 hours total

Coursework requirements

In order to sit for the final examination students must pass three (3) mandatory assignments. See "Learning process and workload".

Examination

A three hour individual written examination concludes the course,

Examination code(s)

EXC 36201 - Written examination, accounts for 100% of the final grade in the course EXC 3620 Service marketing and customer loyalty, 7.5 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 use of calculator and dictionary.

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

Re-sit examination

Re-sit examination are offered at the next course.

Additional information