



APPLIES TO ACADEMIC YEAR 2011/2012

## MRK 3621 Service marketing and customer loyalty

### Programme

Bachelor in Marketing (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

Norwegian

### 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, 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 service 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 provide the students with knowledge about fundamental theories, methods and concepts within the area of service 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 service marketing knowledge to solve practical and theoretical problems through an increased ability 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 skills in marketing

### 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. Utvalgte artikler i tjenestemarkedsføring

**Recommended reading****Books:**

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

**Course outline****The foundation of services marketing**

Introduction to services  
Internet services and social media  
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

**Services marketing and the bottom line**

Pricing of services  
The financial impact of service quality

**Reviewing and critiquing the field of services marketing:**

Review of services 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 the near future?

**Computer-based tools**

This course requires that students use the learning platform It's Learning and the Internet when they work 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 is 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 use of time for students:

Activities	Hours
Lectures and group work	36
Home work/ preparations before class etc.	90
Hours spent on	71

work requirements	
Examination	3
<b>Recommended use of time</b>	<b>200</b>

### **Use of hours**

#### **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)**

MRK 36211 Written examination, counts 100 % towards the grade in MRK 3621 Service Marketing and Customer Loyalty.

#### **Examination support materials**

One bilingual dictionary may be used at the written examination.

#### **Re-sit examination**

A re-sit examination is offered every term.

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>.

#### **Additional information**