



APPLIES TO ACADEMIC YEAR 2015/2016

## **GRA 6419 Service Marketing**

### **Programme**

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

### **Responsible for the course**

Line Lervik-Olsen

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

6

### **Language of instruction**

English

### **Introduction**

Services dominate the global economy and are becoming critical for competitive advantage in companies across the globe and industry sectors. Thus, an understanding of the field of service marketing and its most recent advances is a prerequisite today for those who want to successfully pursue careers and manage businesses both in the private and public sector. 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. So has social media. Consequently, customers' demands have changed. Customers now expect to interact with service providers in a multitude of ways in different channels posing new challenges on service marketing and its management.

### **Learning outcome**

In this course students will learn how to deal with the challenges faced by service- and manufacturing organizations. 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. How these concepts apply to social media and how social media will affect service marketing will be addressed throughout the course. Central to this course is critical thinking and reflection. The course builds on the key concepts taught in service management and similar bachelor level courses, but it does not require this particular background as a prerequisite.

### **Prerequisites**

All courses in the Masters programme will assume that students have fulfilled the admission requirements for the programme. In addition, courses in second, third and/or fourth semester can have specific prerequisites and will assume that students have followed normal study progression. For double degree and exchange students, please note that equivalent courses are accepted.

### **Compulsory reading**

#### **Collection of articles:**

Articles will be selected from journals like the Journal of Service Research, Journal of Marketing, Journal of Service Management, etc. In addition students need to acquire a set of cases.

#### **Other:**

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

In addition students need to acquire a set of cases.

### **Recommended reading**

#### **Books:**

Wilson, Alan ... [et al.]. 2012. Services marketing : integrating customer focus across the firm. 2nd European ed. McGraw-Hill

### **Course outline**

New paradigms in service marketing  
Understanding the service marketing stakeholders  
Designing the service performance and the service setting  
Complaint management and service recovery  
Social media and service marketing

### **Computer-based tools**

Not applicable

### **Learning process and workload**

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

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.

To facilitate discussion and learning for the case discussions students may be divided into two groups, if there is a need for that.

Please note that it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

### **Examination**

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

Individual performance and work:

|                                            |      |
|--------------------------------------------|------|
| Class participation:                       | 15 % |
| Service watch presentation:                | 15%  |
| Service encounter journal, written report: | 20 % |

Group projects:

|                            |      |
|----------------------------|------|
| Case presentation:         | 20 % |
| Term paper: Service Audit: | 30 % |

The individual performance will be evaluate in terms of participation (15 %), presentation of service watch (15%) and a written service encounter journal (20%).

The group projects consist of case presentation (20%) and a written term paper (30%) where the purpose is to conduct a service audit. The term paper has to be written in groups of 2-3 students.

| Form of assessment  | Weight | Group size              |
|---------------------|--------|-------------------------|
| Class participation | 15%    | Individual              |
| Presentation        | 15%    | Individual              |
| Assignment          | 20%    | Individual              |
| Term paper          | 30%    | Group of max 3 students |
| Presentation        | 20%    | Group of max 3 students |

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment. This is a course with continuous assessment (several exam components) and one final exam code. Each exam component is graded using points on a scale from 0-100. The final grade for the course is based on the aggregated mark of the course components. Each component is weighted as detailed in the course description. Students who fail to participate in one/some/all exam components will get a lower grade or may fail the course. You will find detailed information about the points system and the mapping scale in the student portal @bi.

### **Examination code(s)**

GRA 64191 continuous assessment accounts for 100 % of the final grade in the course GRA 6419.

### **Examination support materials**

Bilingual dictionary

Permitted examination support materials for written examinations are detailed under examination information in the student portal @bi. The section on support materials and the use of calculators and dictionaries should be

paid special attention to.

**Re-sit examination**

It is only possible to retake an examination when the course is next taught. The assessment in some courses is based on more than one exam code. Where this is the case, you may retake only the assessed components of one of these exam codes. All retaken examinations will incur an additional fee. Please note that you need to retake the latest version of the course with updated course literature and assessment. Please make sure that you have familiarised yourself with the latest course description.

**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.