

Services Marketing

MCS-2-206

BCIM

2008/2009

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1. UNIT DETAILS

Unit Title:	Services Marketing
Unit Level:	2
Unit Reference Number:	MCS-2-206
Credit Value:	1
Student Study Hours:	150
Contact Hours:	48
Private Study Hours:	102
Pre-requisite Learning (If applicable):	Introduction to Marketing
Co-requisite Units (If applicable):	N/A
Course(s):	BA Single Honours Marketing BA Combined Honours Marketing
Year and Semester	2007/2008 semester 1
Unit Coordinator:	Helen Aston
UC Contact Details (Tel, Email, Room)	Tel: 0207 8158177; e-mail: astonh@lsbu.ac.uk ; Room L114B
Teaching Team & Contact Details (If applicable):	
Subject Area:	Marketing & Strategy
Summary of Assessment Method:	Coursework 40% & Exam 60%

2. SHORT DESCRIPTION

The unit will provide an introduction to the principles and practices of services marketing, expanding on the Introduction to Marketing unit to concentrate on the rapidly expanding services sector of most economies.

3. AIMS OF THE UNIT

The unit aims to:

- equip the student with an understanding and appreciation of the marketing mix focusing selectively on the elements of marketing appropriate to the service sector
- provide a practical understanding of services marketing and a knowledge of current marketing activities within the service sector.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

On completion of this unit students will be able to:-

- appreciate the use and growth of marketing activities within the service sector
- identify the elements of the services marketing mix
- identify the similarities and differences between goods and services marketing.
- appreciate the importance of service quality
- understand the techniques for globalising service products

4.2 Intellectual Skills

On completion of this unit students will be able to:-

- collect, analyse and organise marketing information relating to a service company
- offer and justify recommendations and marketing plans for a service marketing organisation.

4.3 Practical Skills

Practical skills developed during this unit include:

- the use of power point presentation tools
- oral and written presentation skills

4.4 Transferable Skills

Transferable skills developed during this unit include:

- utilising primary and secondary research techniques
- managing information from a range of sources
- sustaining and managing effective team work

5. ASSESSMENT OF THE UNIT

Students are required to complete:

One group presentation (to be undertaken in groups of 2/3)	20%
One piece of written coursework – a 2,500- 3,000 word report based on the presentation (also to be undertaken as a group)	20%
One 2 hour examination – 2 questions from 5	60%

Students must obtain a minimum of 30% in each element and 40% overall.

Written Coursework Guidelines

Submission

Submission date: **Thursday 4th December 2008 BEFORE 4.30 pm**

A submission form should be obtained from your School Office and attached to the front of the completed coursework which should then be submitted to the School Office which will date stamp the work and issue a receipt. Full names and ID numbers of all contributing students should be written on the front of the submission form.

Students must NOT hand coursework to the unit co-ordinator or other lecturer.

The university has a policy on late submission of coursework and on claiming for mitigating circumstances. Please see the Course guide for further details.

The Exam

The exam paper consists of 5 questions of which 2 are to be answered in an essay style format offering critical analysis and up-to-date examples. Any topic covered within the unit could potentially be present in the exam paper. The exam is 2 hours in duration. An example of a past paper can be found in Appendix A.

Coursework – Group Presentation and Written Assignment

This assignment is to be undertaken in groups of 2 to 3 – a single mark will be awarded each group. Keep and submit, with your written coursework, a **log book** of your work and meetings.

Presentations will be conducted in weeks 7, 8, and 9

Written Assignment Submission Date: Thursday 4th December 2008 (before 4.30pm) to your relevant school office.

Task

Select a national service provider/company whose marketing activities you would wish to research (this company must be agreed with the seminar tutor) and:-

- a) Comment on and assess current practices within the organisation concerning the 3 additional elements of the marketing mix associated with services marketing. i.e. people, process and physical evidence.
 - b) Discuss and analyse any service quality programmes implemented by the company as well as any marketing research schemes used to assess the quality and satisfaction levels of the service.
 - c) Present recommendations and any improvements you think the company should make relating to those marketing activities discussed in sections a) and b).
1. Present the key findings in class during a 20-25 minute presentation (the timing must be strictly adhered to). Students are expected to use visual aids and all members of the group should be involved in presenting the material. There will be a 5 minute question & answer session following each presentation.
You are also required to provide a brief handout for the other members of your seminar group highlighting the key points from your presentation.
Your seminar tutor will inform you of your presentation date.
 2. Compile a 2,500 – 3,000 word written report (submission date 04.12.08) based on the information provided in the presentation.
NB The written report should be a more detailed account with a bibliography and references. The report should also take into consideration any feedback given by the seminar tutor following the presentation.

Examples of areas to be considered for the assignment can be found at the back of this unit guide – Appendix C.

Aims

The assignment aims to develop the students understanding of those supplementary areas of marketing service companies are especially concerned with by concentrating on specific marketing activities of a chosen service organisation.

Learning Outcomes

On completion of the assignment students will be able to:

- appreciate the use of the additional 3 P's of the service marketing mix
- understand how the characteristics of services affect the marketing mix
- identify and assess current research activities
- offer marketing recommendations
- understand the mechanics of working in a group

Working in Groups

Should issues/problems arise within the group at any stage, the group's seminar tutor must be informed immediately so action can be taken to avoid any disruption or ill feeling. It is important that all students recognise the importance of working in groups and make the necessary contribution.

NB All students within a group will be awarded equal marks unless there is evidence to suggest otherwise.

Marking Scheme

<i>Presentation</i>		<i>Written report</i>	
Depth of Research	25%	Depth of Research	25%
Content	25%	Content	25%
Analysis & Discussion	20%	Analysis & Discussion	20%
Recommendations	15%	Recommendations	15%
Presentation Style	10%	Presentation & log book	10%
Handout	5%	Bibliography & referencing	5%

Marking Scheme (continued)

Depth of Research

Information should be obtained from a variety of secondary and primary sources including books, journals, newspapers, annual reports, interviews, questionnaires etc.

Content

Information should be relevant according to the brief. Marks will be awarded for originality and an obvious understanding of the theoretical concepts.

Analysis & Discussion

Information should be analysed and intelligently evaluated; and **NOT** presented in a purely descriptive manner.

Recommendations

Recommendations should be original, relevant and linked to findings.

Handout

Should be succinct (ideally one sheet), yet informative.

Presentation style

Students will be marked on organisation, delivery, pace, timing and the use of graphics and visual aids.

Presentation (Written report)

Marks will be awarded according to the format of the report, attention to detail, grammar and spelling.

Log Book

This is a record of meetings and work undertaken.

Bibliography and referencing

The written report should be fully referenced using a recognised system with a properly constructed bibliography

NB Plagiarism The university takes a very serious stance on the use of non-original material. Please visit <http://cise.lsbu.ac.uk/plagposter> regarding the acceptable and unacceptable use of non-original material. Information can also be found on 'Accurate Referencing and Avoiding Plagiarism' which all students should have access to via the Blackboard login page. See Appendix F for further details.

6. FEEDBACK

Presentation feedback will be given during the seminar sessions immediately following the presentation.

Feedback sheets will be returned with comments and a percentage mark.

Please note that assignments will not be returned and therefore students should keep their own copy of the assignment.

7. INTRODUCTION TO STUDYING THE UNIT

7.1 Overview of the Main Content

The unit concentrates specifically on those aspects of marketing which have to be adapted for services situation. The emphasis is very much on the additional elements of the marketing mix ie, people, process and physical evidence as well as the challenges associated with marketing a service due to the particular characteristics of intangibility, separability, perishability, variability and non-ownership and how these impact on the role of marketing within an organisation both domestically and on a global basis.

7.2 Overview of Types of Classes

Each week there will be a formal 2 hour plenum lecture covering the main themes with a follow-up 2 hour seminar in groups enabling further discussion and probing of the topics. Seminar sessions will include the use of case studies, videos and exercises designed to highlight current industry practices.

Student presentations will be conducted during the seminar periods.

7.3 Importance of Student Self-Managed Learning Time

Students' self managed study time is extremely important for this unit. Students are expected to carry out supplementary reading on a weekly basis prior to each lecture (reading information is given in the next section). Case studies and exercises will be handed out at least a week in advance and students should arrive at seminar sessions having read the material and completed any necessary preparation. In addition students should be working on presentations and coursework as an ongoing project.

Student learning support can be gained through the study classes and material available through the Core Skills www.sbu.ac.uk/caxton and also via the university's Learning and Information Services Web site: www.lisa.lsbu.ac.uk.

ACADEMIC ASSISTANT, the LSBU learning and language skills package, is now freely available as a web site: www.blc.lsbu.ac.uk/aa.

Blackboard

All lectures and key announcements are posted on the unit's Blackboard site www.lsbu.ac.uk/bb. Blackboard can be accessed using your student user name and password – information sheets are available in the library. Please ensure you visit the unit site on a regular basis.

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8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week 1 The Service Sector

Lecture: Marketing re-cap. Definition of a service. Key industries in the service sector. The service economy. Goods v Services. Introduction to services marketing. Familiarisation with the unit guide
Introduction to the group coursework

Seminar: There are no seminars scheduled in week 1.

Core reading: Baron (2003) Ch 2
Palmer (2008) Ch 1 & 2
Wilson (2008) Ch 1

This weeks student study time:

Familiarisation with the unit guide
Core text reading for this and next week.
Company ideas for coursework
Read case study for next week

Week 2 Nature of Services

Lecture: Service characteristics – intangibility, inseparability, variability, perishability and non-ownership. Goods v services marketing. The marketing mix for services. Classifications of services.

Seminar: Coursework discussion.
Pret a Manger case study

Core reading: Baron (2003) Ch 2
Palmer (2008) Ch 1
Wilson (2008) Ch 1

This weeks student study time:

Core text reading for next week.
Read case study for next week.

Week 3 The Service Encounter 1 - People

Lecture: Service Encounters. Critical Incidents. Service Personnel. Integration of marketing and human resources. Recruiting, training, motivating and controlling staff. Internal marketing. Employees' and customers' roles in service delivery.

Seminar: The Ritz case study.
Return the Group Coursework form to tutor (see Appendix B).
Group coursework discussion – agreement of company by tutor.

Core reading: Baron (2003) Ch 4 & 7
Palmer (2008) Ch 3 & 10
Wilson (2008) Ch 4, 11 & 12

This weeks student study time:

Core text reading for next week.
Read case study for next week.

Week 4 The Service Encounter 2 – Process and Physical Evidence

Lecture: Procedures – designing the service process including scripting and blue-printing. The service environment/servicescape including corporate image, atmospherics and spatial layout. Service encounter failure and recovery.

Seminar: TGI Friday case study.

Core reading: Baron (2003) Ch 6
Palmer (2008) Ch 3
Wilson (2008) Ch 8, 10 & 15

This weeks student study time:
Core text reading for next week.

Week 5 Service Quality

Lecture: Importance and setting of quality standards. Measuring quality. Service quality standards. Quality gaps. Quality strategies.

Seminar: Group work discussion – time to work on assignment.

Core reading: Baron (2003) Ch 8
Palmer (2008) Ch 9
Wilson (2008) Ch 3, 4 & 5

This weeks student study time:
Core text reading for next week
Read case study for next week.

Week 6 Researching Service Quality & Customer Satisfaction

Lecture: Why research service quality? Understanding customer expectations and perceptions through marketing research. Research methods – external & internal.

Seminar: Questionnaire case study

Core reading: Palmer (2008) Ch 9
Wilson (2008) Ch 6

This weeks student study time:
Core text reading for next week

Week 7 The Service Product

Lecture: The service offer. New service development. Branding

Seminar: Presentations

Core reading: Palmer (2008) Ch 2 & 8
Wilson(2008) Ch 8

This weeks student study time:
Core text reading for next week

Week 8 Promoting Services

Lecture: The communications process for services. Managing the promotional mix—advertising, PR, sales promotion and personal selling. Extended promotional mix.

Seminar: Presentations

Core reading: Palmer (2008) Ch 13
Wilson (2008) Ch 16

This weeks student study time:
Core text reading for next week

Week 9 International Services Marketing

Lecture: International trade in services. Growth. Globalisation. Opportunities for overseas development of services. Types of overseas trade for services. International Strategies.

Seminar: Presentations

Core reading: Palmer (2008) Ch 14
Fisk (2008) Ch15

This weeks student study time:
Core text reading for next week
Read case study for next week.

Week 10 Relationship Marketing

Lecture: Role of relationship marketing. Customer retention. Relationship development. Loyalty programmes.

Seminar: Loyalty schemes case study

Core reading: Baron (2003) Ch 9
Palmer (2008) Ch 7
Wilson (2008) Ch 7

This weeks student study time:
Compile any questions relating to the unit and exam.
Work on revision questions

Week 11 Review and Revision

Lecture & Seminar: Summary of topics covered. Exam procedure discussed.
Work through revision questions and look at old exam papers.
Question & answer sessions.

This weeks student study time:
Revision

Week 12 TBA

9. LEARNING RESOURCES

9.1 Books Core

Palmer, A (2008)	Principles of Services Marketing 5/e McGraw Hill
Baron, S. & Harris, K (2003)	Services Marketing Text and Cases 2/e Palgrave
Wilson, A et al (2008)	Services Marketing First European Edition McGraw Hill

9.2 Books optional

Bruhn, M & Georgi D (2006)	Services Marketing Prentice Hall
Christopher, M, Payne, A & Ballantyre, D (2002)	Relationship Marketing Butterworth Heinemann
Fisk, R, Grove, S & John, J (2008)	Interactive Services Marketing 3/e Houghton Mifflin
Hoffman, D. & Bateson, J (2006)	Essentials of Services Marketing 3/e South Western Thomson Learning
Kasper, H, van Helsdingen, P & Gabbot, M (2006)	Services Marketing Management 2/e Wiley
Lovelock, C, Vandermerwe, S & Lewis, B (1999)	Services Marketing Prentice Hall
Payne, A. (1993)	The Essence of Services Marketing Prentice Hall
Woodruffe, H. (1995)	Services Marketing FT/Prentice Hall
Zeithaml, V, Bitner, J & Gremler, D (2009)	Services Marketing 5/e McGraw Hill

9.3 Study Guides

Easton, G (1992)	Learning from Case Studies 2/e Prentice Hall
Parker, D (1994)	Tackling Coursework, Assignments, Projects and Presentations DP Publications Ltd

9.4 Journals

Linked from LISA

www.lisa.lsbu.ac.uk/db/resources/journals/finder.html

Marketing Week
Marketing
Retail Week
European Management Journal
Journal of Marketing
The Economist
Harvard Business Review

9.5 E-resources: web subscription databases

Linked from LISA www.lisa.lsbu.ac.uk/resources

Business Source Premier
Emerald
SBU Full Monty

9.6 Useful Web Sites

www.apalmer.com
www.mad.co.uk
www.aarm.org
www.mypoints.com
www.marketing-week.co.uk
www.marketing.haynet.com

ADDENDIX A

EXAM PAPER 2007/2008

APPENDIX B

GROUP COURSEWORK FORM

APPENDIX C

COURSEWORK CHECKLIST

APPENDIX D

PRESENTATION MARKING SHEET

APPENDIX E

REFERENCING USING THE HAVARD SYSTEM

APPENDIX F

PLAGIARISM HELP SHEET