

## *Principles of Services Marketing*

### **Intended Module Learning Outcomes**

On successful completion of this module learners will be able to:

1. Identify and interpret the nature and role of services marketing in the international hospitality industry
2. Discuss the major trends affecting the marketing of the international hospitality service industry
3. Examine the changing consumer needs and appreciate the implications for the hospitality marketers
4. Develop an appropriate marketing mix for the hospitality service sector
5. Identify and assess the various components of the service promotion mix
6. Participate in class discussion on topics related to the marketing of international hospitality services.

### **Module Objectives**

This module is designed to give learners a broad understanding of the key concepts and business practices in marketing. The module provides an overview of the nature and scope of marketing and its role in achieving business objectives.

The module aims to:

- Provide learners with a clear understanding of the concepts and business functions of services marketing in the hospitality industry
- Give learners an overview of the environmental factors which influence services marketing decisions
- Introduce learners to the need to develop an appropriate marketing mix
- Familiarise learners with the role of marketing to service providers.

## **Module Curriculum**

### Introduction to Principles of Services Marketing

- Distinguishing features of Service
- Service success in competitive markets

### Positioning Services

- Market segmentation and customer focus
- Targeting
- Positioning

### Consumer Behaviour in Service Encounters:

- Trends in consumer behaviour
- Customer needs and expectations
- Post-Purchase Behaviour in Services

### The Service Marketing Mix:

#### Product/Service

- Product/service life cycle
- Branding /packaging of services

#### Pricing of Services

- Pricing methods/tactics
- Putting service pricing into practice

#### Distribution of Services

- Decisions about time and place
- Distribution and customers

## Promoting Services

- The promotional mix
- Techniques for new/existing customers

## People, Process and Physical Evidence Concepts

- Customer Service policies and practice
- Quality, satisfaction and customer retention.