

AD104 Marketing Services in a Digital Era

ECTS credits: 5

Course Overview

“ Services are going to move in this decade to being the front edge of the industry” IBM former CEO Louis V.Gestner.

We all come into contact with service operations every single day as customers or users of a wide range of commercial and public services. Services marketing and management is an activity that is concerned with both what we deliver and how it is delivered to customers . It involves understanding the needs of customers, managing the processes that deliver the services, ensuring the objectives are met and continually improving the services.

As such, service marketing and management is a central organisational function and one that is critical to organisational success.

Course Objectives

This course seeks to assist you:

1. To appreciate the importance of services marketing in the current business environment
2. To understand the issues and challenges encountered in service marketing
3. To develop the knowledge needed to implement service strategies
4. To understand the importance of customer relationships through quality services

Learning Outcomes

By the end of this course, students should be able to have achieved the objectives set up for this course and have developed the competencies listed above.

Students should have the basic capacity to understand the importance of developing and implementing quality service strategies and how best to market them.

Course structure and calendar

Below you can find the main topics that will be covered and the order in which they are covered.

The course is structured in 7 main sections

1. Foundations for Services Marketing

2. Focus on the Customer
3. Understanding Customer Requirements
4. Aligning Service Design and Standards
5. Delivering and Performing Service
6. Managing Service Promises
7. Service and the Bottom Line.

Course evaluation

The Course grade will be based on the following point breakdown:

20% Quality participation and involvement in class activities

30% Portfolio of case studies and class visits – set over 5 weeks from 16th February and due in 30th March after Easter.

50% Final Practical based assessment – set on 9th March and on going until final exam week when the final presentation will be made

Retake Policy.

As this course is based on practical experiential learning, there is no re-take for the practical component and students failing that part will be required to re-take another project during the summer vacation. For the portfolio another selection of cases will be set for completion with a maximum grade of 5 obtainable.

Methodology

The methodology utilised will be a combination of theory and practise.

The theoretical component will focus on the understanding of the theoretical concepts, theories and applications applied in service marketing and management.

The practical component is developed by student active participation and collaboration during class sessions, class activities, presentations and simulations and is a major requisite for success not only on this course but for success in the world of business.

Readings

In addition to the cases we will be discussing in class, you will be expected to keep up to date with current publications in the field through access to the library intranet and social media.

Required Textbook

Zeithaml, A, Bitner, M and Gremler D (2009) **Services Marketing: Integrating Focus Across the Firm.** McGraw Hill International Edition

About the professors

Professor: Dawn Hiscock

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Office Hours: Tuesdays and Thursdays by appointment.

Class Meeting Time: Tuesdays and Thursdays 14:20 – 15:40

About the Professor:

Dawn Hiscock has an MA from Maryland University, USA and her Bachelor degree from Leeds Metropolitan University, United Kingdom.

Having worked in both the public and private sector in industry in the UK, USA and Spain she has developed a rounded understanding of the functioning of a range of business models from small voluntary businesses to international private organizations within the hospitality industry.