



## Level 5 Diploma in Marketing (880) 141 Credits






<b>Unit:</b> Services Marketing & Management	<b>Guided Learning Hours:</b> 260
<b>Exam Paper No.:</b> 1	<b>Number of Credits:</b> 26
<b>Prerequisites:</b> Knowledge of business organisation.	<b>Corequisites:</b> A pass or higher in Certificate in Business Studies or equivalence.
<p><b>Aim:</b> Planning and implementing the marketing strategy for service products require a different sort of approach that is different from the traditional goods marketing. The objective of this unit is to acquaint learners to the uniqueness of the service characteristics and its marketing implications. The intention of the unit is to discuss, measure and analyse several facets in the area of services marketing, essential for the success of a service sector firm. Problems commonly encountered in marketing intangibles - such as inability to creating inventory, difficulty in synchronising demand and supply, difficulty in controlling quality - will be addressed; the emphasis in the unit will be on service universals rather than on any particular industry. Concepts will be illustrated using cases, examples, and exercises in service industries such as banking, health care, financial planning, consulting, the professions, and communication as well as manufacturing and high tech industries (both of which depend heavily on services to provide value). Other topics include the unique characteristics of services marketing, the management of services, the evaluation of service quality, techniques for service improvement, services marketing in global environments, and the use of marketing techniques to achieve service breakthroughs. Entrepreneurial and career opportunities in not-for-profit and profit oriented service organisations will also be explored. Services account for three quarters of the UK gross domestic product. The marketing of service poses unique challenges because of the intangible, heterogeneous nature of the product, and the critical role of customer contact employees in service delivery. Strategies for meeting these challenges are addressed.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The unit requires a combination of lectures, demonstrations and discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 The underlying concepts of services marketing; the unique characteristics and traits that make services different from products.</p> <p>3 Understand how the theoretical conceptual and operational understanding of consumer expectations is critical in the analysis of service quality provided by service firms.</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Describe the importance of the services sector</p> <p>1.2 Analyse growth contribution factors</p> <p>1.3 Identify characteristics of services</p> <p>1.4 Describe services marketing mix</p> <p>1.5 Evaluate the behind the visible act of making a purchase decision process about which products and services to buy</p> <p>1.6 Analyse the purchase decision process</p> <p>1.7 Explore the theory of consumption values</p> <p>1.8 Explain pre-purchase behaviour</p> <p>1.9 Explain post-purchase behaviour</p> <p>2.1 Explain the antecedent of consumer expectations of services.</p> <p>2.2 Describe consumer expectations</p> <p>2.3 Identify internal antecedents of consumer expectations</p> <p>2.4 Identify external antecedents of consumer expectations</p> <p>2.5 Identify factors impacting consumer expectations</p> <p>2.6 Describe the role of consumer expectations</p>

<p>3 The underlying principles of quality of service; the difference between the expectations a consumer had prior to a service encounter and the perceptions of the service received.</p>	<p>3.1 Identify the service quality dimensions  3.2 Define servqual  3.3 Define total quality management  3.4 Identify major antecedents of consumer expectations of services  3.5 Explain the differences between manufacturing and services; fundamental nature of manufacturing processes  3.6 Define position mapping framework  3.7 Describe services operational goals  3.8 Explain how to use technology to improve customer service  3.9 Describe the role of the supply chain, logistics</p>
<p>4 The role of services personnel; how the services sector plays an increasingly important role in the global economy and the growth and development of countries</p>	<p>4.1 Define support  4.2 Analyse customer conflicts  4.3 Explain the important role services play in an economy  4.4 Describe the central role of services in an economy  4.5 Define service management/service operations</p>
<p>5 Understand how businesses can conduct technical environmental assessments impacts and manage environmental review processes in a streamlined, compliant, and straightforward manner.</p>	<p>5.1 Describe the impact of services on the environment  5.2 Define cognitive response  5.3 Define affective response  5.4 Define physiological response  5.5 Outline how businesses can improve their environmental management  5.6 Describe how businesses can identify advantages and opportunities of minimising their environmental impact</p>
<p>6 The role of pricing in services; marketing mix (price, place, promotion, product) and essential role of price in commerce.</p>	<p>6.1 Define determinants  6.2 Define differential pricing  6.3 Explain the role of pricing in the marketing of consumer products  6.4 Describe how the pricing of product or service is a key element in determining the profitability of business  6.5 Evaluate cost associated with promotion or advertising goods and services  6.6 Explain how to set a price in service marketing</p>
<p>7 The role of distribution in services; distribution channels for services companies and suggestions on how to expand distribution to grow organisational market</p>	<p>7.1 Describe exclusive distribution  7.2 Describe selective distribution  7.3 Describe intensive distribution  7.4 Describe the role of channel of distribution  7.5 Define distribution channels for services companies  7.6 Describe the role of Intermediaries in Distribution</p>
<p>8 Understand how businesses can attract and maintain customers while generating</p>	<p>8.1 Describe sources of competitive</p>

<p>adequate profitability for today and improved profitability for the future.</p> <p>9 Understand how customer retention is not only a cost effective and profitable strategy, but in today's business world it's necessary.</p> <p>10 Conducting an image analysis; metrics for image analysis and content-based retrieval (CBR) applications and key principles related to conducting a cost analysis.</p>	<p>advantage</p> <p>8.2 Analyse the stages of service life cycle</p> <p>8.3 Describe service attributes</p> <p>8.4 Explain sustainable competitive advantage in services.</p> <p>8.5 Explain how to manage supply and demand in services industry.</p> <p>8.6 Describe an organization's client service strategy</p> <p>8.7 Analyse how services can manage supply</p> <p>8.8 Analyse how services can manage demand</p> <p>8.9 Describe tools for managing demand</p> <p>9.1 Explain the value of customer retention</p> <p>9.2 Identify how to manage customer interacts</p> <p>9.3 Define defections management</p> <p>9.4 Describe relationship marketing</p> <p>10.1 Analyse the purpose of image analysis</p> <p>10.2 Describe the role of advertising</p> <p>10.3 Describe technical procedural methods of data collection and image analysis</p> <p>10.4 Explain the steps to conducting a sales win/loss analysis image</p>
<p><b>Methods of Evaluation:</b> A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Services Marketing with a weighting of 100%.</p>	

### Recommended Learning Resources: Services Marketing

<p><b>Text Books</b></p>	<ul style="list-style-type: none"> <li>• Services Marketing: People, Technology, Strategy by Christopher H. Lovelock , Jochen Wirtz. ISBN-10: 0132056763</li> <li>• Services Marketing by Valarie A. Zeithaml , Mary Jo Bitner , Dwayne D. Gremler. ISBN-10: 0071244964</li> <li>• Principles of Services Marketing by Adrian Palmer. ISBN-10: 0077107942</li> </ul>
<p><b>Study Manuals</b></p> 	<p>BCE produced study packs</p>
<p><b>CD ROM</b></p> 	<p>Power-point slides</p>
<p><b>Software</b></p> 	<p>None</p>