

Advances in Services Marketing

Introduction

The service sector is one of the three main categories of a developed economy - the other two being the industrial and agricultural sector. In this course, we view —services marketing” not only as a marketing tool for service firms, but also as a means of gaining competitive advantage for those companies that market products on the tangible side of the product continuum. This course recognizes that services present special challenges that must be identified and addressed. The development of customer relationships through quality service is at the heart of this course content.

Along with the industries that produce tangible products, the topics covered in this course are equally applicable to organizations whose core products is the service (such as banks, transportation companies, hotels, hospitals, educational institutions, professional services, and telecommunications).

Students will examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses.

Course Objectives

- A. To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.
- B. To enhance your knowledge about the best current thinking on services marketing and management, through research journal readings, current case analysis, web articles, and lectures.
- C. To promote a customer service-oriented mindset.
- D. To improve marketing research skills by assessing you on research assignments given throughout the semester.

Course Learning Outcomes

On successful completion of this course, students will be able to:

- A. Identify differences between marketing in services versus manufacturing organizations.
- B. Demonstrate an ability to analyze the marketing activities of a various service industries.
- C. Identify and analyze the extended Ps of services marketing mix.
- D. Understand the unique challenges involved in marketing and managing services and the importance of services marketing in a global economy.

- E. Describe the problems faced by services marketing professionals as well as tools and models managers might employ to increase customers' perceptions of satisfaction, service quality and value.

Course Contents

- A. Service strategies for segmentation, targeting and positioning
- B. Designing and managing service delivery processes and servicescape strategies
- C. Developing a service product strategy & the role of customer service
- D. Communicating and promoting services
- E. Customer relationships and loyalty programs
- F. Service failure, complaint behavior, and service recovery
- G. Standardizing and aligning the delivery of services; the people who deliver and perform services; service dominant logic and promotion and pricing strategies in services marketing.

Recommended Books

Services Marketing. People, Technology, Strategy. Author: Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee Edition: 9th Pearson/Prentice Hall