

Enquire Teaching Timetable

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Course Outcome

MKTG 4030 - Service Marketing

Learning Outcome

The purpose of this course is to provide students with experience in making marketing decision in a variety of service firms. Specific learning outcomes include:

- (a) Understanding of services and ability to identify key strategic issues in the marketing of services as distinct from the marketing of goods,
- (b) Awareness of the latest concepts, tools and techniques in marketing of services and their theoretical underpinning, and
- (c) Experiences in tackling real-life service marketing problems by applying (a) and (b).

Course Syllabus

I. Services and Services Marketing

- a) Why services marketing:
Importance of the Service Sector
- b) What are services:
The Servuction System
- c) Services characteristics and challenges

II. External Strategies

- (a) Brand Building, Communication and Pricing
- (b) Customer Retention and Service Recovery
- (c) Service Quality: Conceptualization and Measurement

III. Internal Strategies

- (a) Balancing marketing and operations
- (b) Balancing marketing and HRM
- (c) Building service culture

Assessment Type

	Assessment Type	Current Percent
1	Discussion	20
2	Project	35
3	Participation	15
4	Test or quiz	30

Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

Required Readings

Christopher Lovelock, Jochen Wirtz and Patricia Chew, Essentials of Services Marketing, Prentice Hall, 2009.

Recommended Readings