

BMM644 SERVICES MARKETING

Academic Year 2013/14

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

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Pre-requisites for the Module:

None

Mode of Attendance:

On Campus

Module Objectives and Learning Outcomes:

At the end of the programme students should be able to:

- > Identify the differences between manufacturing and service organizations and describe the unique challenges involved in marketing and managing services
- > Explain and utilize the service marketing mix to develop strategy for service organizations
- > Understand, explain and utilise the key concepts involved in measuring service quality
- > Analyse and explain the role of employees and customers in the service delivery process



- > Describe and analyse the service experience from the customers' perspective, and generate recommendations for services managers based on this information
- > Apply knowledge of the service delivery process and business process re-engineering to new or existing service operations
- > Utilise a variety of information sources, including but not limited to, on line information, printed material and teaching materials
- > Develop important workplace skills (such as meeting deadlines, report writing, etc) through the individual assignment- service encounter report.

Module Content:

- Week 1:** Course administration and overview
Services in Context
Introduction to the course, information about methods of teaching and expectations and requirements.
Definition and Classification of Services
The nature of services (versus products) from the marketing standpoint
Descriptions of key characteristics of services are provided and the differences between services and products are discussed from the customers' and company's perspective. The services marketing mix is introduced.
- Week 2:** Service environment and services from the customers' perspective
The 7 most powerful trends currently shaping marketing and business strategy are discussed; alternative conceptual frameworks for delivering services are presented.
The role of the "Servicescape", and its impact on behaviour is explored
- Week 3:** Service Perceptions
Four primary factors influencing customer perceptions of service are examined and how these perceptions influence service quality, customer satisfaction and value. Strategies for managing customer perceptions are discussed.
Measuring Service Quality.
Classical measures of service quality, their strengths and limitations are discussed



- Week 4:** Managing the service delivery process
Internal customers and internal suppliers are examined and the concept of internal customer orientation is introduced. Business process re-engineering and total quality management are then synthesized with an internal customer orientation into a tool for the design of services, identifying relationships between internal customers and external customers and service delivery employees
- Week 5:** Managing service delivery employees
A human resources perspective is taken to examine the management of service delivery employees. Internal market orientation is discussed and the implications of an internal marketing strategy on company performance are examined.
- Week 6:** Reading Week
- Week 7:** The role of customers in service delivery (Virtual employees)
The role of customers receiving the service and others in the service environment is explored. Strategies for increasing customer participation in the service delivery process are examined.
- Week 8:** Reducing the dependency of service companies on people
As an alternative to increasing the human element of service provision, the tendency of service companies to automate service delivery is discussed, methods employed by organisations wishing to reduce their dependency on human interactions are identified
- Week 9:** Revision Session
- Week 10:** Examination

Corporate Connections:

Examples and references to current business and corporate practices will be used throughout the programme to illustrate the real life nature of services marketing. In addition students will analyse and discuss their own experiences of service provision and consumption in the coursework element of the module.



International Dimensions:

The module utilises an international text allowing for an understanding of the most widespread approach to the subject. In addition to this, the lecture material and additional readings present the European perspective to services marketing and services management, in particular the views of the Nordic Schools on the role of employees in the service delivery process. Additional readings also highlight the cultural differences between service customers.

Contribution of Research:

The Marketing Group at Aston Business School has an international reputation for research in the field of services marketing. Papers of international standing have been published by members of the Marketing Group especially in the areas of internal marketing, services management and service quality. The module will benefit from the research activities carried out by the members of Marketing Group in the field of services marketing as these relate to the contents taught in this module.

Ethics, Responsibility & Sustainability:

Increasingly services marketing is criticized for not paying due regard to the internal customer environment, considering that frontline employees continue to be undertrained, underpaid and overly stressed. However at the same time companies are forced to pay due regard to consumers, who with the power of social networking, are able to influence profitability. Thus there is an issue of balancing work ethics with profitability. Sustainability also presents both opportunities and threats to the modern services marketing organisation. These are all themes addressed during this course.

Method of Teaching:

Lectures, tutorials, individual exercises.

Method of Assessment and Feedback:

The module will be primarily assessed by a formal closed book examination. Students will be required to complete and formally submit an individual piece of coursework. Although the coursework will carry a nominal 5% of the marks, the compulsory section in the exam will be based on this coursework.

- > Individual coursework submission will constitute a nominal 5% of the marks for the module
- > The examination will constitute 95% of the marks for the module



Learning Hours:

Pre-reading	25
Lectures	27
Directed reading	37
Research for individual assignment	30
Preparation of individual assignment	10
Preparation for examination	21
Total	150

The following readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. If students wish to undertake background reading before starting the course, many of the chapters/readings are available in electronic form via on-line library catalogues and other resources.

Pre-reading:

Chapters 1 and 2 from Lovelock, C. and Wirtz, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th international ed. Upper Saddle River: Pearson Prentice Hall. ISBN: 0-13-611874-7

Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1985) "A conceptual model of service quality and its implications for future research", *Journal of Marketing*, Vol.49, No.4, pp. 41-50

Langford, Barry E. and Robert M. Cosenza (1998) What is service/good analysis? *Journal of Marketing Theory and Practice*, (Winter), 16-26

Bo Edvardsson (1988) "Service Quality in Customer relationships", *The Service Industries Journal*, Vol.8, No.4, pp.427

Grapentine, Terry (1998).The history and future of service quality assessment, *Marketing Research*, 10 (4) 4-20.

Gummesson Evert (1998). 'Productivity, quality and relationship marketing in service operations' *International Journal of Contemporary Hospitality Management* 10 (1) 4-15

Martin, Charles L. (1999) 'The history, evolution and principles of services marketing: poised for the new millennium' *Marketing Intelligence & Planning* 17(7), 324-328

Mary Jo Bitner (2001), 'Self-service technologies: What do customers expect?' *Marketing Management*; 10 (1) pp 10-11





Meuter, Matthew, Amy Ostrom, Robert Roundtree and Mary Jo Bitner. (2000), 'Self-service technologies: understanding customer satisfaction with technology based service encounters.' *Journal of Marketing*, 64 (July), 50-64

Essential Reading:

Lovelock, C. and Wirtz, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th international ed. Upper Saddle River: Pearson Prentice Hall.
ISBN: 0-13-611874-7

Indicative Bibliography:

The European text books complement the very comprehensive international text set as compulsory reading. They offer differing perspectives on services marketing and the management of services, and some additional insights into the cultural differences between service customers.

Several other text books examining services marketing and management are available in the library, many offering different approaches to the subject.

Lovelock, C. and Wirtz, J. (2007). *Services Marketing: People, Technology, Strategy*, 6th international ed. Upper Saddle River: Pearson Prentice Hall.
ISBN: 0-13-205676-3

Lovelock, C., Vandermerwe, S. & Lewis, B. (1999) *Services Marketing: A European Perspective*, Prentice Hall Europe ISBN: 0-13-095991-X

Palmer, A. (2008) *Principles of Services Marketing*, 5th ed. Maidenhead: McGraw Hall, ISBN: 100-07-711627-5

Grönroos C. (2000) *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd ed. Chichester: Wiley, ISBN: 0-471-72034-8

Journals of Interest:

Many marketing and psychology journals deal with services marketing topics. To research the topic(s) that you are interested in, the best strategy is to conduct searches on various databases. The most important databases for the Services Marketing module are: ABI Inform, Emerald, ProQuest, Psycharticles, PsychInfo, Science Direct and Swetswise – <http://www.aston.ac.uk/lis/eis/databases.htm>

