

BM2249 – PRINCIPLES OF SERVICES MARKETING

Module Number: BM2249

Module Title: Principles of Services Marketing

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

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Marketing Group

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Availability: Please see office hours on door or group administrator, Mrs Samantha Doidge, NB236, 0121 204 3147

Other Staff Contributing to the Module: N/A

Pre-requisite(s) for the Module: BM1134 Introduction to Marketing

Module Learning Outcomes:

Over the past few decades, the UK economy and other developed nations (such as the UK and other Western European nations, US, Canada, Australia and Japan) have shifted from being largely manufacturing to service based. Indeed, service's contribution to GDP in these countries is 65-70% or more, and 75-80% to employment.

This shift has resulted in the development and exploration of new marketing concepts and consumer behaviour that is aimed at specifically understanding the marketing of services. This module also builds upon and expands the marketing management concepts and models, which are adapted to the services sector. The module will inform students about the application of marketing strategies to improve the quality of service, increase, maintain customer satisfaction levels and generate customer loyalty. Due to the importance of services to nations' economies, the study of services marketing is an important component of the marketing programme.

The overall aim of this module is, therefore, to provide students with an understanding and awareness of the services sector, how marketing theory differ for this sector, the unique challenges faced by services marketers and managers and the application of relevant service theory in practice.

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Upon successful completion of the module, students will be able to:

- Describe the growth and importance of the service sectors to the economies in the UK, EU and around the world.
- Identify the differences between manufacturing and service organisations, and describe the unique challenges involved in marketing and managing services.
- Explain the Service Marketing Mix (7Ps). Explain how the 7Ps expands upon the traditional Marketing Mix (4Ps). Be able to use the 7Ps to develop strategy for service organisations.
- Explain and apply the Services Marketing Mix (SMM) and Services Marketing Triangle (SMT), and understand the differences between the SMM and SMT.
- Apply concepts from services marketing theory in a practical sense in order to develop and manage effective marketing programmes within service firms to achieve a competitive advantage.
- Utilise a variety of information sources, including but not limited to, on-line information, printed material and teaching materials.
- Contribute to the further development of graduate skills in the following areas: effective communication, problem-solving, critical evaluation and thinking, teamwork and interpersonal skills.

Module Content:

Week	Lecture content and readings
14	Module introduction What Is Services Marketing?
15	The Extended Services Marketing Mix (also known as the 7Ps)
16	Consumer Behaviour in a Services Context

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Module Content (continued):

17	The Service Encounter
18	Conceptual Frameworks for Analyzing Service Encounters
19	Service Efficiency and Effectiveness in the Internet Age
20	Making Services Accessible to Consumers
21	Managing Relationships and Customer Loyalty
22	Service Failure, Complaint Handling & Service Recovery
23	Service Quality & Customer Satisfaction
24	Revision session and Q&A session

N.B.

- Lectures will present and discuss the key conceptual and theoretical ideas in Services Marketing.
- Refer to the weekly lecture notes for the complete list of weekly readings, that is, textbook chapters and journal articles.

International Dimensions:

The module utilises a European core text. In addition, the lecture material and additional readings present other perspectives to Services Marketing topics.

Corporate Connections:

Examples and references to current business and corporate practices will be used throughout the module to illustrate the real life nature of Services Marketing.

Links to Research:

This module is the foundation for the Final Year 'Services Marketing Management' module, which is designed to help students develop an insight towards the management perspective of services marketing. To develop an insight into the management aspect of service marketing, this module focuses on the core topics of services marketing, primarily from the consumer perspective.

Anna's own research is primarily based on the management perspective of services marketing, such as expectations management and predictors of service behaviours in frontline employees. Her research findings are

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incorporated in the module content, along with examples from her industry experience.

Learning and Teaching Rationale and Methods:

This module requires students to attend the weekly formal lectures and tutorials, participate in discussions, and read the set textbook chapters and journal articles to achieve the learning outcomes of this module. Please note, it is important to keep up with the weekly readings in order to get the most out of the module.

The key conceptual and theoretical ideas in Services Marketing will be presented in the lectures. The lecture content will provide students with the necessary information in order to effectively problem-solve and critically analyse important issues within the Services Marketing domain.

Please note, if at any time the lecturer responsible for the module is unavailable at the designated time either the lecture will proceed with another member of the Services Marketing research group, or the time will be allocated to the directed reading, and the lecture will be re-scheduled for a later session.

How are the 100 Learning Hours per Module Achieved?

Contact time	22
Directed reading/exam preparation	76
Exam, closed book	2
Total:	100

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The module is assessed by a 2 hour closed book exam. The exam is designed to test the student's knowledge and understanding of the key conceptual and theories in services marketing and apply the concepts learned throughout the module.

Additional information about the exam will be given out during the revision session.