

**School of Business Module Descriptor
Summer School 2019**

1. Module Title	Services Marketing
2. Module Code	SMKT61501
3. Credit Volume	<p>15 UK/QAA/Gibraltar credits 7.5 ECTS credits 3 SCH/US credits</p> <p>Each module (unit) is validated at 15 University of Gibraltar credits and 7.5 ECTS and typically transfers as 3 credits in North America.</p> <p>The normal workload of a student at the University of Gibraltar is four modules per semester.</p>
4. Level	<p>In accordance with the UK Quality Assurance Agency (QAA) Framework for Higher Education Qualifications (FHEQ) Level Descriptors this module reflects a Year 2 or 3 (Level 5 or 6) module.</p> <p>Please note that liberal studies course-work is not usually part of degree programmes in the UK and Europe and most undergraduate degree programmes are completed in 3 years. This means that a 1st year (level 4) class in the UK is usually equal to a typical liberal arts 200-level class, a 2nd year (level 5) class in the UK is usually equal to a typical liberal arts 300-level class, and a 3rd year (level 6) class in the UK is usually equal to a typical liberal arts 400-level class.</p>
5. Assumed background/ Pre-Requisites	No prior knowledge of marketing is required; however a basic understanding of the principles of marketing is recommended.
6. Module Rationale	
<p>Services now dominate economies in many parts of the world. Today in developed and most developing countries it is the service sector that is the engine of economic growth. Note, for example, the growth in IT services, health professionals, financial services, other professional services, telecommunications, as well as recreational services and the arts, theatre and education services.</p> <p>This move from largely manufacturing-based systems to economies with substantial service sectors has resulted in the development and exploration of new consumer behaviour and marketing concepts specifically aimed at understanding marketing in the services arena. Given the importance of this sector world-wide, the study of services marketing is a vital component of any business programme.</p>	
7. Outline of Module Content	
<p>This module focuses on the distinctively different aspects concerned with marketing in services industries. Concepts will be illustrated using cases and examples from service industries such as banking, health care, financial planning, consulting, the professions and communications. Topics will include the nature of services, how consumer behaviour relates to services, development of the service concept (including its value proposition, the product, distribution, pricing, and communications strategies), managing the interface between customers and the service organization, building customer loyalty and service recovery.</p> <p>The aim of this module, therefore, is to provide students with an understanding and awareness of the importance of the services sector, how marketing theory differs for this sector, the unique challenges faced by service marketers and the application of relevant service theory in practice.</p>	
8. Learning Outcomes	
<p>After successfully completing this module students should be able to:</p> <ol style="list-style-type: none"> 1) Describe the growth and importance of the service sectors in world economies. 2) Explain the services marketing mix and how this expands on the traditional 4Ps of marketing. 3) Articulate the unique challenges involved in marketing and managing services and how services differ from the marketing of other sectors of the economy. 	

- 4) Apply concepts from services marketing theory in a practical sense in order to develop and manage effective marketing programs within service firms to achieve a sustainable competitive advantage
- 5) Analyse the coherence of marketing strategies used by service firms expanding to the global market.

9. Course Content/Topics

- Topic 1: Marketing in the Service Economy
- Topic 2: Consumer Behaviour in a Services Context
- Topic 3: Developing Service Products
- Topic 4: Physical and Electronic Distribution of Services
- Topic 5: Setting Prices and Revenue Management
- Topic 6: Promoting Services and Educating the Customer
- Topic 7: Designing and Managing Services Processes
- Topic 8: Balancing Demand and Capacity
- Topic 9: Crafting the Service Environment
- Topic 10: Managing People for Service Advantage
- Topic 11: Managing Relationships and Building Loyalty

10. Module Delivery

The Summer School Services Marketing module is delivered face to face over a six-week period, comprising 1.5 hours per day (Monday to Friday) combined lecture and tutorial; a total of 42 hours class time. The final week includes revision, reflection and the final exam. Classes sizes are small and learning is student focussed.

11. Module Assessment

	Description	Weighting (%age of overall assessment)
Quizzes x 2	The quizzes are designed to provide feedback on student progress in the preliminary topics of the course.	20%
Group Project/ Presentation	The presentation gives students the opportunity to apply the concepts discussed in the course to a real-life issue.	30%
Final Exam	The final exam is used to assess the students' ability to apply the appropriate knowledge and theoretical concepts to services marketing.	50%

12. Reading List

Key Texts:

- Wirtz, J., Chew, P., & Lovelock C. (2017), *Essentials of Services Marketing*, 3rd ed., Pearson