

## H7SMM: Services Marketing Management

Module Code:	H7SMM
Long Title	Services Marketing Management <b>APPROVED</b>
Title	Services Marketing Management
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	AKARI DEVELOPER
Module Author:	BAIRBRE BRENNAN
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	LO 1. Demonstrate a fundamental understanding of contemporary services marketing management thought and practice
LO2	LO 2. Recognise how services marketing management applies to major business functions and underlies the multi-disciplinary nature of any organisation.
LO3	LO 3. Source relevant academic literature and industry research, interpret and apply this knowledge in light of contemporary services industry issues
LO4	LO 4. Demonstrate a comprehensive awareness of the complexity of the service environment and inherent processes
LO5	LO 5. Analyse contemporary service related problems and develop appropriate strategies and initiatives.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

# H7SMM: Services Marketing Management

Module Content & Assessment			
Indicative Content			
<b>The Context of Services Marketing</b> The Nature and Context of Services Marketing Consumer Behaviour in Services Managing Consumer Expectations & Perceptions Understanding the Service Worker Developing the Services Marketing Mix Relationship Management and Forging Customer Loyalty			
<b>Implementation of Services Marketing</b> Managing the Service Operation Service Design & Managing the Physical Setting Innovation, IT and Service Management Developing & Implementing Communications Strategies Service Pricing Policy Management Devising Service Recovery Strategies Defining Service Growth Strategies Developing Global Strategies for Services Businesses			
<b>Teaching methodology</b> The teaching philosophy for this module is to blend the theory and practice of services marketing in a supportive class environment that promotes active learning through lectures, reflection on real life and theoretical issues and class discussion of problems and challenges encountered in contemporary management situations. Learners will develop the proficiency to apply this knowledge to real life situations affecting organisations and consumers.			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Continuous Assessment (0200)	<b>% of total:</b>	50
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will be presented with contemporary service marketing articles & case studies, which they will be expected to dissect, interpret and proffer informed analysis and, where appropriate, strategies and recourses. This may take the form of written reports and/or presentations should highlight relevant theory & industry practice and demonstrate the learner's ability to derive the right conclusion based on personal and/or professional experience. Learners will need to argue their reasoning for proposing certain strategies / tactics in favour of others & prepare arguments for their choice.			
<b>Assessment Type:</b>	Formative Assessment	<b>% of total:</b>	0
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Formative assessment will be provided to students through the use of on-line quizzes and short answer questions. In addition in class problems and discussions will provide an opportunity for formative learning and student feedback to be provided. Provision of individual feedback will be provided individually outside of lecture time or on line through Moodle.			
End of Module Assessment			
<b>Assessment Type:</b>	Terminal Exam	<b>% of total:</b>	50
<b>Assessment Date:</b>	End-of-Semester	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> The end of semester examination paper which is two hours in duration. All questions will necessitate essay-style responses and marks will be awarded based on clarity, structure relevant examples, depth of topic knowledge and evidence of outside core text reading			
No Workplace Assessment			
Reassessment Requirement			
<b>Repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## H7SMM: Services Marketing Management

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				1.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Zeithaml V. and Bitner M, (2008), Services Marketing; Integrating Customer Focus Across the Firm, 4th Edition McGraw Hill.. na.</p> <p>Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler,. (2012), Services Marketing, 2nd European Edition. McGraw-Hill, [ISBN: 9780077131715].</p>	
<i>Supplementary Book Resources</i>	
<p>Lovelock C., (2006), Services Marketing.6th Edition, Pearson Education.. na.</p> <p>Bateson, J.E.G. &amp; Hoffman, K.D, (2006), Services Marketing; Concepts, Strategies &amp; Cases, Thompson.. na.</p> <p>Bateson, J. E.G. (1998), Managing Service Marketing, 4th Edition, Dryden Press. na.</p> <p>Van Looy, B., Gemmel, P., &amp; Van Dierdonck, R., (2003), Services Management – An Integrated Approach, Prentice Hall, 2nd Edition. na.</p> <p>Glynn, W.J. and Barnes, J.G. (1995), editors, Understanding Services Management, John Wiley and Sons.. na.</p> <p>Carson, D. and Gilmore, A. (1996), Services Marketing: Text and Readings, Mercury.. na.</p> <p>Gabbott, M. and Hogg, G. (1997), Contemporary Services Marketing Management: A Reader, Dryden Press.. na.</p> <p>Lovelock, C., Vandermerwe, S. and Lewis, B. (1999), Services Marketing: European Edition, Prentice Hall.. na.</p> <p>Palmer, A., (2001), Principles of Services Marketing, 3rd Edition, McGraw Hill.. na.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	