

H9SERMM: Services Marketing Management

Module Code:	H9SERMM
Long Title	Services Marketing Management APPROVED
Title	Services Marketing Management
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate a fundamental understanding of contemporary services marketing management thought and practice.
LO2	Recognise how services marketing management applies to major business functions and underlies the multi-disciplinary nature of any organisation.
LO3	Source relevant academic literature and industry research, interpret and apply this knowledge in light of contemporary services industry issues
LO4	Demonstrate a comprehensive awareness of the complexity of the service environment and inherent processes.
LO5	Analyse contemporary service related problems and develop appropriate strategies and initiatives.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
The Context of Services Marketing • 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			
Implementation of Services Marketing • 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			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: The project will take a services centred organisation and examine how theories and models discussed in class should be applied. This project will reflect the full syllabus and desired academic level. Formative feedback will feature in tutorial sessions throughout the semester and group presentations may be included to ensure that students are on target and working cohesively and productively (however presentations will be graded and marks will be attributed to the students' final grade.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: End-of-Semester final examination will feature five questions that reflect the breadth of the syllabus and required academic level. The questions will entail students to illustrate the theory or model required, related diagrams or flowcharts and practical examples of how that model or theory should be applied in a live industry setting.			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <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>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Palmer, Adrian. (2014), Principles of Services Marketing 7/e, 7th. McGraw Hill, [ISBN: 9780077152345].	
<i>Supplementary Book Resources</i>	
<p>Zeithaml V. and Bitner M, (2008), Services Marketing; Integrating Customer Focus Across the Firm, 4th Edition McGraw Hill.. Unavailable.</p> <p>Lovelock C.,. (2012), Services Marketing, 7th. Pearson.</p> <p>Bateson, J.E.G. & Hoffman, K.D, (2006), Services Marketing; Concepts, Strategies & Cases, Thompson.. Unavailable.</p> <p>Bateson, J. E.G. (1998), Managing Service Marketing, 4th Edition, Dryden Press.. Unavailable.</p> <p>Van Looy, B., Gemmel, P., & Van Dierdonck, R., (2003), Services Management – An Integrated Approach, Prentice Hall, 2nd Edition. Unavailable.</p> <p>Glynn, W.J. and Barnes, J.G. (1995), editors, Understanding Services Management, John Wiley and Sons.. Unavailable.</p> <p>Carson, D. and Gilmore, A. (1996), Services Marketing: Text and Readings, Mercury.. Unavailable.</p> <p>Gabbott, M. and Hogg, G. (1997), Contemporary Services Marketing Management: A Reader, Dryden Press.. Unavailable.</p> <p>Lovelock, C., Vandermerwe, S. and Lewis, B. (1999), Services Marketing: European Edition, Prentice Hall.. Unavailable.</p> <p>Palmer, A., (2001), Principles of Services Marketing, 3rd Edition, McGraw Hill.. Unavailable.</p> <p>Fisk, R.P. & Grove, S.J.. (2014), Services Marketing, International Edition,, 4th. Cenage.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	