

## H9SERVMK: Services Marketing

Module Code:	H9SERVMK
Long Title	Services Marketing <b>APPROVED</b>
Title	Services Marketing
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	
Module Author:	CORINA SHEERIN
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	Critically evaluate the conceptual diversity of services marketing in terms of underlying theory, concepts and models.
LO2	Source relevant academic literature and industry research, critically interpret and apply this knowledge in light of contemporary services industry issues.
LO3	Demonstrate a critical awareness of the complexity of the service environment and process.
LO4	Synthesise the scope of services marketing activity across the overall organisation and analyse how it relates to other business areas.
LO5	Critically analyse contemporary service related problems and what appropriate strategies and initiatives could be initiated.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>The Significance of The EU Services Sector</b> Categorising Services, The Need for Classification of Services, Associate Theory Development, The Characteristics of Services, Consumer Behaviour in Services, Managing Customer Expectations and Experiences, Services Marketing Information and Research Systems			
<b>Critical Review of the Services Marketing Mix</b> Customer Integration in to the Servuction System, Operations Challenges and Solutions, Service Design, Innovation and Branding, Servicescape Management, Managing Services Participants, Inbound and Outbound Communications, Managing Demand and Supply, Inbound and Outbound Exporting of Services, Marketing Planning, Organisation and Auditing			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Assignment	<b>% of total:</b>	50
<b>Assessment Date:</b>	Sem 1 End	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will be presented with contemporary and classic service marketing literature, as well as, case studies, which they will be expected to dissect, interpret, synthesise with other relevant theories and models 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 and 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 and prepare arguments for their choice.			
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>			

## H9SERVMK: Services Marketing

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Per 15 week block	2.00
Total Weekly Contact Hours				2.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Per 15 week block	2.00
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Wilson, A. et al.. (2016), Services Marketing, European Edition, 3rd Edt. McGraw Hill.</p> <p>Palmer, A.. (2014), Principles of Services Marketing, 7th. McGraw Hill.</p>	
<i>Supplementary Book Resources</i>	
<p>Lusch, R.F., and Vargo,S.L.. (2010), Service Dominant Logic of Maketing.</p> <p>Fisk,R., Russell-Bennett, R. and Harris, K.. (2013), Serving Customers:Global Services Marketing Perspectives, Tilde University Press.</p> <p>Bruhn, M. &amp; Georgi, D.. (2006), Services Marketing; Managing the Service Value Chain, Prentice Hall.</p> <p>Gronross,C.. (2013), Services Management and Marketing:Managing the Service Profit Logic, 4th. Wiley Publications.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	