

Long Title:	Services Marketing Management
Module Code:	H9SERMM
Credits:	5
NFQ Level:	LEVEL 7
Field of Study:	Marketing and advertising
Module Delivered in	1 programme(s)
Module Coordinator:	MICHAEL BANE
Module editor:	MICHAEL BANE
Teaching and Learning Strategy:	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.
Learning Environment:	Learning will take place in a classroom/lab/workplace environment with access IT resources. Learners will have access to library resources, both physical and electronic and to faculty outside of the classroom where required. Module materials will be placed on Moodle, the College's virtual learning environment.
Module Description:	This module will enable learners to gain a comprehensive insight into the particular marketing and management challenges associated with the services sector and provide the knowledge and understanding required to make appropriate responses to the managerial issues encountered in service sector organisations.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
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.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is required before enrolment on this module. While the prior learning is expressed as named NCI module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

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%

Full Time

Coursework				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	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.	1,2,3,4,5	50.00	n/a

End of Module Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Terminal Exam	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.	1,2,3,4,5	50.00	End-of-Semester

No Workplace Assessment

Reassessment Requirement

Repeat examination

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.

Reassessment Description

Learners are required to achieve an overall grade of 40% in the module. If a student fails to meet a particular discrete learning outcome they will be required to repeat the assessment component which contains that particular learning outcome. Learners will be afforded an opportunity to repeat the continuous assessment, project and final examinations at specified times throughout the year

NCIRL reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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 Hours				10.50
Total Weekly Learner Workload				10.50
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

Palmer, Adrian 2014, *Principles of Services Marketing* 7/e, 7th Ed., McGraw Hill [ISBN: 9780077152345]

Supplementary Book Resources

Zeithaml V. and Bitner M, (2008), *Services Marketing; Integrating Customer Focus Across the Firm*, 4th Edition McGraw Hill., *Unavailable*

Lovelock C., 2012, *Services Marketing*, 7th Ed., Pearson

Bateson, J.E.G. & Hoffman, K.D, (2006), *Services Marketing; Concepts, Strategies & Cases*, Thompson., *Unavailable*

Bateson, J. E.G. (1998), *Managing Service Marketing*, 4th Edition, Dryden Press., *Unavailable*

Van Looy, B., Gemmel, P., & Van Dierdonck, R., (2003), *Services Management – An Integrated Approach*, Prentice Hall, 2nd Edition, *Unavailable*

Glynn, W.J. and Barnes, J.G. (1995), editors, *Understanding Services Management*, John Wiley and Sons., *Unavailable*

Carson, D. and Gilmore, A. (1996), *Services Marketing: Text and Readings*, Mercury., *Unavailable*

Gabbott, M. and Hogg, G. (1997), *Contemporary Services Marketing Management: A Reader*, Dryden Press., *Unavailable*

Lovelock, C., Vandermerwe, S. and Lewis, B. (1999), *Services Marketing: European Edition*, Prentice Hall., *Unavailable*

Palmer, A., (2001), *Principles of Services Marketing*, 3rd Edition, McGraw Hill., *Unavailable*

Fisk, R.P. & Grove, S.J. 2014, *Services Marketing, International Edition*, 4th Ed., Cengage

This module does not have any article/paper resources

This module does not have any other resources

Module Delivered in

Programme Code	Programme	Semester	Delivery
BAHHRD	BA (Honours) in Human Resource Management	4	Optional