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| 1. Course code:
 | MKT-465 | 1. Course title:
 | Service Marketing |
| 1. College: College of Business Administration
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| 1. Department: Management and Marketing
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| 1. Program: B.Sc. in Marketing
 |
| 1. Course credits: 3-credit hour
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| 1. Course NQF Level: 6-7-8
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| 1. NQF Credits: TBA
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| 1. Prerequisite: MKT 264
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| 1. Lectures Timing & Location: Online
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| 1. Course web page: Blackboard
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| 1. Course Instructor: Dr. Muzaffar Asad
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| 1. Office Hours and Location: Online
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| 1. Course coordinator: Dr. Muzaffar Asad
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| 1. Academic year: 2020-2021
 |
| 1. Semester:
 |  | **First** | X | **Second** |  | **Summer** |
| 1. Textbook(s):

“Services Marketing: People, Technology, Strategy”, 7/E, Christopher H Lovelock, Jochen Wirtz, ISBN-10: 0134123905 • ISBN-13: 9780134123905, Prentice Hall. |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):

Marketing Management, Philip Kotler & Kevin Keller, Prentice Hall, 2016, ISBN: 9780133856460.Marketing, 5th edition, Druv Grewal & Michael Levy, McGraw-Hill Irwin, ISBN: 9781259301735. |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):

Journal of Services Marketing: https://journalofservicesmarketing.com/Journal of Service Research: <http://jsr.sagepub.com/> Journal of Marketing Education: https://www.ama.org/publications/JournalOfMarketing |
| 1. Course description (as per the published):

Some key issues of services marketing, ethical issues in services marketing, services marketing management, marketing planning for services, defining and measuring customer satisfaction, service quality and the application of the marketing mix to services marketing. |
| 1. Course Intended Learning Outcomes (CILOs):
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| CILOs | *Mapping to PILOs* |
| Learning goals | a. Knowledge | b. Globalization | c. Skills | d. Communication | e. Competencies | f. Values |
| Learning objectives | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | b2: Global Perspective | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | d2: Communication (Oral) | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Understand theory and concepts pertaining to Services Marketing.
 | ✓ | ✓ | ✓ | ✓ |  |  |  |  |  |  |  |  |
| 1. Examine the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.
 |  |  | ✓ | ✓ | ✓ | ✓ |  |  |  |  |  |  |
| 1. Develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers.
 |  |  |  |  | ✓ | ✓ | ✓ | ✓ |  |  |  |  |
| 1. Discover how marketing managers go about developing profitable customer relationships in the Services marketing area.
 | ✓ | ✓ | ✓ | ✓ |  |  | ✓ | ✓ |  |  |  |  |
| 1. Demonstrate an ability to apply target marketing strategies in various and specific marketing situations.
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| 1. Course assessment:
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| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Continuous Assessment (2-hour) | 1, 2, 3, 4, 5 | 15 | 15 % |  |
| Engagement Activities (1-hour) | 1, 2, 3, 4, 5 | 15 | 15 % |  |
| Examination/ project/assignment/other | 3, 4, 5 | 1 | 20 % | 05 May 2021 |
| Case Studies | 1, 2 | 1 | 10% | 25 April 2021 |
| Final Examination(Respondus) | 1, 2, 3, 4, 5 | 1 | 40% |  |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered
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| *Topic Title* *(e.g., chapter/experiment title)* | *Description* |
| Chapter 1: Introduction to Services | What are Services, Why Service Marketing, Service and TechnologyCharacteristics of Services, Service Marketing Mix, Staying Focused on the Customer |
| Chapter 3: Customer Expectations of Services  | Service Expectations, Factors that Influence Customer Expectations of Service, Issues Involving Customers’ Service Expectations |
| Chapter 4: Customer Perception of Services  | Customer Perceptions, Customer Satisfaction, Service Quality, Service Encounters: The Building Blocks for Customer Perceptions |
| Chapter 5: Listening to Customers Through Research | Using Customer Research to Understand Customer Expectations, Elements in an Effective Service Marketing Research Program, Analyzing and Interpreting Customer Research Findings, Using Marketing Research Information, Upward Communication |
| Chapter 6:Building Customer Relationships | Relationship Marketing, Relationship Value of Customers, Customer Profitability Segments, Relationship Development Strategies, Relationship Challenges |
| Chapter 9:Customers Defined Service Standards | Factors Necessary for Appropriate Service Standards, Types of Customer-Defined Service Standards, Development of Customer-Defined Service Standards |
| Chapter 11:Employee Roles in Service Delivery  | Service Culture, The Critical Importance of Service Employees, Boundary-Spanning Roles, Strategies for Delivering Service Quality Through People, Customer-Oriented Service Delivery |
| Chapter 12: Customer Roles in Service Delivery | The Importance of Customers in Service Co-creation and DeliveryCustomers’ Roles, Self-Service Technologies—The Ultimate in Customer Participation, Strategies for Enhancing Customer Participation |
| Chapter 14: Integrated Service Marketing Communications  | The Need for Coordination in Marketing Communication, Key Service Communication Challenges, Five Categories of Strategies to Match Service Promises with Delivery |

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| 1. Weekly Schedule
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| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* |  | Introduction to the course and its relation to other coursesCourse outline review | 1 | *2-hour lecture: Course description* | *Discussions* |
| *1-hour lectureClass Discussion* |
| *2* |  | **Chapter 1**Introduction to Services |  *1,2* | *2-hour lecture:*Lecture Demonstration & Discussion | *Class activity* |
| *1-hour lecture**Video Activity* |
| *3* |

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 | **Chapter 1**Introduction to Services | *2,3* | *2-hour lecture:*Lecture, Video, & Class Discussion | *Discussions Class activity Project* |
| *1-hour lecture*Video & DiscussionManage Customer Expectations: Do Not Over Promise and Under Deliver<https://www.youtube.com/watch?v=D0IrdfD_CaU> |
| *4* |  | **Chapter 3**Consumer Perceptions of Services | *3,4*  | *2-hour lecture:*Lecture, Video, & Class Discussion | *Discussions Class activity Project*  |
| *1-hour lecture*Video Understanding Customer Perception<https://www.youtube.com/watch?v=D3Cnb0Lt0W0> |
| *5* |  | **Chapter 4:**Customer Perception of Services | *1,3,4* | *2-hour lecture:*Lecture, Video, & Class Discussion | *Discussions Project*  |
| *1-hour lecture**Class Activity*  |
| *6* |  | Chapter 5:Listening to Customers Through Research | *1,3,5* | *2-hour lecture:*Lecture, Demonstration, Video & Discussion | *Discussion Final Exam*  |
| *1-hour lecture*Video & DiscussionCustomer Service Counts: Dealing with an Angry Customer<https://www.youtube.com/watch?v=vjSenw6PgrM> |
| *7* |  | Chapter 5:Listening to Customers Through Research | *1,3,5* | *2-hour lecture:*Video & Discussion |
| *1-hour lecture**Class Activity* |
| *8* |  | Mid Term Break |  | *2-hour lecture:* |  |
| *1-hour lecture* |
| *9* |  | Chapter 6:Building Customer Relationships | *1,3,4* | *2-hour lecture:*Lecture Class activity | *Discussion Final Exam* |
| *1-hour lecture*Research PaperCSR Practices and Customer’s Loyalty in Restaurant Industry: Moderating Role of Gender [https://www.numl.edu.pk/journals/subjects/1561533660Volume%2013%20(2)%20Article-130.pdf](https://www.numl.edu.pk/journals/subjects/1561533660Volume%2013%20%282%29%20Article-130.pdf) |
| *10* |  | Chapter 9:Customers Defined Service Standards | *3,4,5* | Lecture, Demonstration & Class Discussion | *Discussions Final Exam* |
| *1-hour lecture**Class Activity* |
| *11* |  | Chapter 11:Employee Roles in Service Delivery |  *3,4,5* | *2-hour lecture:*Lecture, Video & Class Discussion | *Discussions Final Exam* |
| *1-hour lecture*Designing for the Frontline Employee<https://www.youtube.com/watch?v=406OEClL5MQ> |
| *12* |  | Chapter 12:Customer Roles in Service Delivery | *4,5* | *2-hour lecture:*Lecture & Discussion | *Discussions Case Study Assignment* |
| *1-hour lecture**Case Study**MPO Fenêtres* |
| *13* |

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 | Chapter 12:Customer Roles in Service Delivery | *4,5* | *2-hour lecture:*Lecture, Demonstration, & Discussion |
| *1-hour lecture**Class Activity* |
| *14* |

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 | Chapter 14:Integrated Service Marketing Communications | *4,5* | *2-hour lecture:*Lecture, Demonstration, Video & Discussion | *Discussions Final exam* |
| *1-hour lecture*Video & DiscussionThe Right Words at the Right Time - Customer Service Recovery for Hospitality Industry<https://www.youtube.com/watch?v=tWnaKsmQ6k8> |
| *15* |  | **Project Presentation**  | *1,2,3,4,5* | *2-hour lecture:*Presentations |  |
| *1-hour lecture*Presentation Discussions |
| *16* |  |  **Project Presentation** | *1,2,3,4,5* | *2-hour lecture:*Presentations*1-hour lecture*Presentation Discussions |  |
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