

Services Marketing

Modular value: 10 credits

This module develops an understanding of the particular challenges, opportunities and strategies which are encountered by different types of service business. Many developed economies are dominated by services, and service organisations require a distinctive approach to marketing strategy - both in its development and execution. The module will examine the distinctive characteristics of services (intangibility, perishability, inseparability and heterogeneity), and service image dimensions, and how these impact on the marketing approaches used by firms - including the difficulties of synchronising demand and supply and of controlling quality. The module will examine management of the service process, management of service encounters, customer behaviour in service settings, approaches to the design and creation of effective service delivery systems, and the positioning, communication and pricing of services. Attention will also be given to service quality issues (including the Gaps Model) and complaint handling and service recovery.

Learning outcomes

On successful completion of the module students should be able to:

- Discuss how the services sector operates in developed economies.
- Define and illustrate the main components of services marketing theory.
- Critically appraise the way in which this theory can be practically applied in the service sector.
- Develop and justify alternative marketing approaches that can be used by service managers.
- Present material relating to the topics both verbally and in written form.