Course Description

The purpose of the course is to provide you with an overview of the key strategic concepts and distinctive management issues in modern services marketing. The service sector is undergoing almost revolutionary changes everyday. It affects how we do our business and the lifestyles that we lead.

Understanding services marketing becomes a crucial need to bridge customers’ expectations and experiences. It is about understanding the customer and the need for superior service quality in order to satisfy those needs.

Course Objectives

This course in Services Marketing aims to achieve the following:-

1. Develop an understanding of the links between the service providers (people), the procedures (processes), and the physical evidence of the service offering.

2. Understand service quality management as the basis for developing customer satisfaction, and develop skills in service quality measurement for continuous improvement.

3. Understand the importance of customer loyalty and retention, service recovery, customer relationship development and the role of internal marketing.

4. Consider the impact that modern technology and new media have (Internet, weblogs, etc) on managing the services marketing mix.
Assessment Components

**Individual Effort**
- Written Test 30%
- Individual Assignment 20%
- Class Participation 10%

**Group Effort**
- Group Case Study Presentation 10%
- Group Project Presentation and Report 30%

**Total** 100%

**Recommended Text**