

MKTG 3011 MARKETING OF SERVICES

Credit Points 10

Legacy Code 200090

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Description Given the service-based nature of modern economies, business graduates will either work for firms whose central offering is service or be employed by organisations that use service as an integral supporting element in what they do and what they offer. Therefore, increasingly, knowledge and skills in the field of marketing of services are required by personnel operating across various industries and in a range of roles. The unit aims to: expose students to relevant theory and practice in the field of services marketing; develop participants into more complete marketers capable of operating in service marketing environments.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Equivalent Subjects BUSM 2040 - The Service Enterprise

Assumed Knowledge

An advanced understanding of marketing theory and practice.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the unique characteristics of services marketing with the context of modern organisations;
2. Analyse key services marketing concepts and theories to address practical service situations;
3. Demonstrate the ability to critically evaluate and use information to formulate distinctive strategies and operational plans for service based businesses;
4. Demonstrate advanced communication competencies ? including debating, team building skills and creativity in working on service related projects.

Subject Content

- introduction and Overview of services, including The extended Marketing mix for services, The characteristics of services Marketing etc.
- The gaps model of service quality
- Customer Expectations and perceptions of service
- listening to service customers
- Building Customer relationships
- service recovery
- service innovation and design
- physical evidence and The servicescape
- Employees?f Roles in service delivery

- Customers?f Roles in service delivery
- managing demand and capacity
- integrated service Marketing Communications
- pricing of services

Prescribed Texts

- Zeithaml, VA, Bitner, MJ & Gremler, DD 2013, Services marketing: integrating customer focus across the firm, 6th edn, McGraw-Hill Irwin, New York.

Teaching Periods