

Subject Code	MM578
Subject Title	Services Marketing
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or (MM5762) or Essential Business Theories and Concepts (MM5001)
Objectives	Service industries grow tremendously in different economies and the value contribution to organizations, as well as economies' GDP, by services emerges significantly in the past few decades. In the experience economy, dominance of service in different businesses is seen accelerated. As an important source of competitive advantages and revenues, services marketing strategies are deployed in various operations to create unique, favorable service/product brand experience and lasting customer bonding. Customer-driven service design and effective delivery management have become distinguishing factors of brands in the increasingly competitive, digitized market environment. This subject contributes to the achievement of the Programme Outcomes by: developing students' abilities to think critically in analyzing service problems and to apply services marketing concepts and theories to address these problems and develop sources of competitive advantage. This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: - contrast marketing of services and marketing of goods, and develop effective strategies to address the challenges involved in marketing of services; - analyze customer expectations and translate this knowledge into genuine value for customers; - use and critically evaluate tools and techniques for managing service quality. - apply the learned marketing concepts and theories in service contexts and master service-led growth strategies in product marketing.
Subject Synopsis/ Indicative Syllabus	Understand Service Products, Consumers and Markets Service characteristics, The purchase process for services, Customer expectations and satisfaction. Key Elements of Services Marketing New service design and development, Communication mix for services, Pricing and revenue management, Distributing services. Managing The Service Delivery Process Service Blueprinting, Balancing demand and capacity, Physical evidence, People management. Striving for Service Excellence Service quality, Service recovery, Customer complaints management. Mastering Services Marketing Strategies to build lasting Customer Relationship Customer loyalty and relationship strategies.

Teaching/Learning Methodology	In the first part of each class, the instructor will provide students with a lecture on the underlying concepts and their applications with real examples. Students will be required to participate in discussion in the lectures, perform guided reading of the text and cases, and to make group presentations.				
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a.	b.	c.
	Continuous Assessment*	65%			
	1. Group project presentation	10%	✓	✓	✓
	2. Group Report	30%	✓	✓	✓
	3. In-class participation	20%	✓	✓	✓
	4. Quiz	20%	✓	✓	✓
	5. Service Encounter Report	20%	✓	✓	✓
	Examination	35%	✓	✓	✓
	Total	100 %			
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>					
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.					
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: various methods are designed to ensure that all students taking this subject –					
Case studies / discussion questions will require students to demonstrate their critical thinking and analytical skills. A group project will require students to use and apply concepts in a real business context.					
Feedback is given to students immediately following the presentations and all students are invited to join class discussion.					
Student Study Effort Expected	Class contact:				
	▪ Lectures and seminars		39 Hrs.		
	Other student study effort:				
	▪ Preparation for project presentation and report		20 Hrs.		
	▪ Preparation for seminars / discussion		11 Hrs.		
	▪ Preparation for exam		30 Hrs.		
	Total student study effort		100 Hrs.		

Reading List and References	<u>Recommended Textbook</u> <i>Services Marketing: Integrating Customer Focus Across the Firm</i>, Valarie <u>Zeithaml</u>, Mary Jo <u>Bitner</u>, and Dwayne, <u>Gremler</u>, 8th edition, McGraw-Hill, 2023. <i>Services Marketing – People, Technology, Strategy</i>, Jochen <u>Wirtz</u> and Christopher <u>Lovelock</u>, 8th edition, World Scientific Publishing Co. Inc. 2016
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