



Undergraduate programmes

Syllabus

Services Marketing

Module Code: SEM001
Credits: 20
IMM GSM Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

Understand and apply the fundamental principles of services marketing.
 Apply and understand the basic concepts and philosophy in services marketing.
 Develop and analyse the fundamental strategies and marketing plans of service businesses.
 Develop a marketing mix for service organisations.

Description of Units

| Unit | Description | Learning Outcomes |
|------|---|--|
| 1 | Understanding service products, consumers and markets | Explain why services dominate the modern economy. Identify the key driver of service innovation. Define a service. Distinguish between goods and services. Explain why service businesses need to integrate marketing, operations human resources and other function and how this is achieved in different types of service businesses. Use a flow chart and describe how customers are involved in the service process. Identify and describe the steps involved in the process of acquiring a service. Discuss the service business with special reference to the following three elements: service operations, service delivery and service marketing Describe the basic focus strategies for services. Explain your understanding of the use of marketing segmentation as the basis for focused strategies. Conduct internal, market and competitive analysis. Use positioning maps to plot competitive strategy.. |
| 2 | The key elements of services marketing | Define the nature of service offerings Illustrate "the flower of service". Discuss the different supplementary services as illustrated by "the flower of service" Explain the planning and branding of services.. List and practically explain the hierarchy of new services Discuss the role of communication when marketing a service. Use examples to illustrate the many challenges in communicating services. Draw up a checklist that can be used to set communication objectives. Identify and discuss the elements of the communication mix. |
| 3 | Managing the service delivery process | Design a service blueprint and reflect on its complexity and divergence. Discuss the reengineering of service processes. Evaluate the customer's role in the service delivery as being passive or active. Describe the levels of customer participation across various services. Evaluate the saying: "Customer is King" by referring to customer misbehavior. Discuss the implications of variations in demand relative to capacity using a diagram. Discuss organisation capacity constraints. Explain how demand levels can be managed. Explain why waiting lines occur. Use drawings to configure different queue alternatives. Discuss ten propositions on the psychology of waiting lines. Describe the service environment or servicescape. Indicate how the service environment and atmosphere impacts on buying behavior. Briefly describe how environmental psychology studies can be linked to the servicescape. Describe only two dimensions of the service environment. Design a guide (questions) that that can be used as tools when designing the servicescape. |

| | | |
|---|---------------------------------|---|
| | | <p>Discuss the importance of front-line staff in a service organization.</p> <p>Describe the stressors in the service industry that could affect frontline staff negatively.</p> <p>Discuss the important role of human resources management to hire, motivate and retain front-line staff.</p> <p>Evaluate the importance of culture in a service organization.</p> |
| 4 | Implementing services marketing | <p>Illustrate the importance of customer loyalty.</p> <p>Describe the customer/organisation relationship using four distinct types of marketing.</p> <p>Identify the correct customers for the service organization.</p> <p>Describe the customer pyramid.</p> <p>Discuss the wheel of loyalty.</p> <p>Describe relationship management systems.</p> <p>Identify the customer response categories to service failure.</p> <p>Describe how customers react to service recovery.</p> <p>Discuss the components of an effective service recovery system.</p> <p>Define a service guarantee.</p> <p>List the reasons for promoting service guarantees.</p> <p>Identify and give examples of service guarantees.</p> <p>Evaluate the importance of customer feedback.</p> <p>Define service quality.</p> <p>Illustrate the Gap model.</p> <p>Summarise how service quality can be measured and improved.</p> <p>Discuss how marketing operations and human resources should be integrated.</p> <p>Identify and discuss the four levels of service performance.</p> <p>Differentiate between management and leadership.</p> |