



Postgraduate programmes

Syllabus

Services Marketing 4

Module Code: SERM401

Credits: 20

IMM GSM Year Level: 4

NQF Level: 8

Nature: Elective for B Phil (Hons) in Marketing Management

Status: Postgraduate

Module Specific Outcomes

Understand and apply the foundation for services marketing.

Understand and apply specific consumer knowledge and customer requirements when delivering services.

Understand and apply the alignment of service design and service standards.

Develop service deliverables that perform according to all stakeholder expectations.

Apply and understand the management of service promises.

Understand the impact of services marketing on the financial performance of a business.

Description of Units

Unit	Description	Learning Outcomes
1	Foundation for services marketing	<p>Explain what services are and identify important trends in services.</p> <p>Explore the impact of rapidly changing technology on service delivery.</p> <p>Differentiate between products and services, and highlight challenges and opportunities for the service industry.</p> <p>Discuss how a customer focus should be incorporated into an expanded marketing mix for the service industry.</p> <p>Explain the Gaps Model of service quality.</p> <p>Discuss the factors that impact on the gaps found in service quality.</p> <p>Explain how the gaps in service quality can be reduced in a service business.</p>
2	Focusing on the customer	<p>Explain how consumer differences affect consumer behavior and impact on services marketing.</p> <p>Develop the three core elements of consumer behavior that a service marketer must understand.</p> <p>Discuss customer expectations of services.</p> <p>Outline current issues related to customer expectations of services.</p> <p>Explain what influences customer perceptions of services and the relationships between customer satisfaction, service quality and individual service engagements.</p> <p>Discuss the importance of customer satisfaction in services marketing.</p> <p>Explain service quality and the five key elements linked to this concept.</p>
3	Understanding customer requirements	<p>Explain how marketing research can be used in services marketing.</p> <p>Describe the strategies by which organisations can facilitate interaction and communication between management and customers.</p> <p>Discuss relationship marketing and the benefits of long-term relationships for organisations and customers.</p> <p>Explain the concept of customer profitability segments as a strategy when focusing relationship marketing efforts.</p> <p>Discuss customer expectations and present strategies for effective service delivery .</p>
4	Aligning service design and standards	<p>Discuss the challenges in service design.</p> <p>Explain the new service development process.</p> <p>Discuss developing a service blueprint for an organisation.</p> <p>Explain the difference between company-defined and customer-defined service standards.</p> <p>Explain the critical role of the service encounter sequence in developing customer-defined standards.</p> <p>Develop customer-defined service standards.</p> <p>Explain the impact of physical evidence, specially servicescape on customer experiences and perceptions.</p> <p>Develop an effective physical evidence strategy for services marketing.</p>
5	Delivering and performing services	<p>Explain the importance of creating a service culture in an organisation in order to benefit all stakeholders.</p> <p>Develop strategies for creating customer-oriented service delivery.</p>

		<p>Develop and implement strategies for involving service customers effectively to increase both quality and productivity.</p> <p>Explain the importance of the primary channels through which services are delivered to the final customers.</p> <p>Discuss the strategies that can be used to manage service delivery through intermediaries</p> <p>Explain the underlying issue for capacity constrained services.</p> <p>Develop strategies for matching supply and demand through adjusting either demand or supply.</p> <p>Discuss the benefits and risks of yield management strategies in forging a balance among capacity utilisation, pricing, market segmentation and financial return in a service organisation.</p>
6	Managing service promises	<p>Explain integrated service marketing communications and how this can be incorporated into a service organisation.</p> <p>Develop strategies for managing promises, customer expectations and internal communications.</p> <p>Explain three major ways that service prices are perceived different from goods prices by customers.</p> <p>Develop pricing strategies in a service organisation.</p>
7	Service and the bottom line	<p>Explain the direct effects of service on profits.</p> <p>Develop a balanced performance scorecard that allows for strategic focus on measurements other than financial indicators in an organisation.</p> <p>Explain how strategy maps can be used when implementing the balanced performance scorecard.</p>