



**Basic Information:**

<b>Title:</b>	Marketing of Services	<b>Code:</b>	MKTG 582
<b>Program:</b>	MBIT (Major in Marketing)	<b>Credit Hours:</b>	Three (03)
<b>Sessions:</b>	30 Class + Mid Term + Final Term	<b>Pre-Requisite:</b>	BBIT (Marketing)

**Course Description:**

*Services dominate the expanding world economy and technology continues to evolve in dramatic ways. The foundation of this course is the recognition that services present special challenges to be identified and addressed. Established industries and their often famous and old companies decline, and may even disappear, as new business models and industries emerge. Competitive activity is fierce, with firms using new strategies and technologies to respond to changing customer needs, expectations, and behaviors. Clearly, the skills in marketing and managing services have never been more important. Therefore, this course incorporates all the necessary information, case studies, activities, and assignments related to services in the world of marketing*

**Learning Outcomes:**

*On successful completion of this course, students will be able to:*

- ✓ *Understand the nature, importance, and diversity of the services business.*
- ✓ *Comprehend the key elements of services marketing through the 3 additional P's of marketing.*
- ✓ *Understand consumer interaction and role in the entire service acquisition and delivery process.*
- ✓ *Understand service strategies (design, implementation and evaluation) with focus on major service gaps.*
- ✓ *Implement service blueprinting and redesigning and reduce service failures.*

**Teaching Learning Methodology:**

*The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.*

**Group Configurations:**

*One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.*

**Weekly Term Plan**

<b>Wk</b>	<b>Lecture Topic</b>
01	<i>Introduction to Services Marketing</i>
02	<i>Customer expectations and perceptions of services</i>
03	<i>7Ps of Services Marketing</i>
04	<i>The GAPS model of Service Quality</i>
05	<i>Service marketing communications</i>
06	<i>Designing and developing service processes</i>
07	<i>Customer participation in service processes</i>
08	<b>Mid Term Examination</b>
09	<i>Balancing demand and capacity</i>
10	<i>Crafting the service environment</i>
11	<i>Dimensions of service environments</i>
12	<i>Managing people for service advantage</i>
13	<i>Cycles of FMS</i>
14	<i>Developing customer relationships</i>
15	<i>Striving for service excellence</i>
16	<i>Building a world class service organization</i>
17	<b>Final Term Examination</b>



### Topics in Detail

Lec.	Topic	Activity
<b>Module 1: Understanding Service Products, Consumers, and Markets</b>		
01.	<i>Introduction to Services Marketing</i>	<i>Lecture</i>
02.	<i>Understanding service consumers</i>	<i>Lecture</i>
03.	<i>Customer expectations and perceptions of services</i>	<i>Lecture/Presentations</i>
04.	<i>Positioning services in competitive markets</i>	<i>Lecture/Assignment</i>
05.	<i>The GAPS model of Service Quality</i>	<i>Lecture</i>
06.	<i>Services marketing case studies</i>	<i>Lecture/Quiz</i>
<b>Module 2: Services Marketing Mix</b>		
07.	<i>4Ps of Marketing in Services</i>	<i>Lecture</i>
08.	<i>Application of additional 3Ps in Services</i>	<i>Lecture/Quiz</i>
09.	<i>Service marketing communications</i>	<i>Lecture/Presentations</i>
10.	<i>Marketing communication mix</i>	<i>Lecture</i>
11.	<i>Marketing mix case studies</i>	<i>Lecture/Assignment</i>
<b>Module 3: Services Processes Development and Service Co-creation</b>		
12.	<i>Designing and developing service processes</i>	<i>Lecture</i>
13.	<i>Service process redesign</i>	<i>Lecture/Quiz</i>
14.	<i>Customer participation in service processes</i>	<i>Lecture/Assignment</i>
15.	<i>Service co-creation case studies</i>	<i>Lecture/Presentations</i>
16.	<b>Mid Term Exam</b>	
17.	<i>Balancing demand and capacity</i>	<i>Lecture</i>
18.	<i>Customer perception of waiting time</i>	<i>Lecture/Assignment</i>
19.	<i>Crafting the service environment</i>	<i>Lecture/Quiz</i>
20.	<i>Dimensions of service environments</i>	<i>Lecture/Presentation</i>
<b>Module 4: Services Employees and Services Customers</b>		
21.	<i>Managing people for service advantage</i>	<i>Lecture</i>
22.	<i>Cycles of FMS</i>	<i>Lecture/Assignment</i>
23.	<i>Culture, Climate, and Leadership in Services</i>	<i>Lecture</i>
24.	<i>Developing customer relationships</i>	<i>Lecture/Quiz</i>
25.	<i>The wheel of loyalty</i>	<i>Lecture</i>
26.	<i>Complaint handling and service recovery</i>	<i>Lecture/Presentations</i>
<b>Module 5: Striving for Service Excellence</b>		
27.	<i>Improving service quality and productivity</i>	<i>Lecture/Assignment</i>
28.	<i>Hand measures of service quality</i>	<i>Lecture/Quiz</i>
29.	<i>Service quality case studies</i>	<i>Lecture/Presentations</i>
<b>Module 6: New Service Marketing Plan</b>		
30.	<i>Building a world class service organization</i>	<i>Lecture/Practical Activity</i>
31.	<i>Project Presentations</i>	<i>Presentations</i>
32.	<b>Final Term Exam</b>	

#### Text & Recommended Readings

- A. *Services Marketing: People, Technology, Strategy, 8<sup>th</sup> Edition*  
 Wirtz, J., Lovelock, C. & Chatterjee, J.  
 (2016). ISBN: 9781944659035
- B.

#### Assignment Specification

Microsoft Word for Documentation  
 Headings            Arial 11pt Bold  
 Normal Text        Times New Roman 10pt  
 Header Footer      Times New Roman 8pt  
 Paragraph            Single Line Spacing  
                               First Line Indent 1.0 cm  
 Page Margins        2 cm from each side



### Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

<b>Sessional</b>	<b>25%</b>	<b>Mid Term</b>	<b>35%</b>	<b>Final Term</b>	<b>40%</b>
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Lab Work/ Lab Mid Exam	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

*Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.*

### Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult Plagiarism Policy of the University at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

### Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

### Norms to Course:

- ✓ Submission Date and Time for the term instruments is always **Un-Extendable**
- ✓ 7 Absentees in class will be result in forced withdrawal. **(PU Policy)**
- ✓ Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)**
- ✓ This is your responsibility to keep track of your position in class evaluation units.
- ✓ After the submission date, NO excuse will be entertained.
- ✓ **Keep a copy of all submitted Grading Instruments.**
- ✓ Assignment is acceptable only in its Entirety.
- ✓ No make up for any assignment and quiz.
- ✓ Copied & Shared work will score Zero.
- ✓ Assignments are Individual.

**Good Luck**