Al DAR UNIVERSITY COLLEGE

SCHOOL OF BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

MKTG 404 Marketing of Services

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| Instructor: | | | | Full Name  E-mail  Room  Floor  Tel: | | | |
| Prerequisite: | | | |  | | | |
| Credit Hours: | | | | 03 | | | |
| Course Description: | | | | This course explores the area of service marketing and identifies the main characteristics that differentiate service marketing from product marketing. It explores the challenges of managing services and applies the principles of services marketing to position, deliver, price and promote different services uniquely in a growing competitive business scenario. The course critically analyses the service quality of a firm and use service models to suggest an improved service strategy aiming to retain customers and build loyalty. | | | |
| Course Learning Outcomes: | | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Upon completion of this course, the student**  **should be able to** | PLO’s | Quiz 1&2 | Midterm Examination | Case Study | Final Exam | | CLO1. Demonstrate the understanding of the nature  ,characteristics, various dimensions of services and challenges to the marketers. | 1 | x |  |  | x | | CLO2. Apply the marketing mix concept to organizations providing services in a competitive scenario. | 7 | x | x |  | x | | CLO3. Analyze the service environment and the role of stakeholders in effective service delivery. | 3 |  | x | x | x | | CLO4. Evaluate the quality of service offerings to improve profitability of the organization | 6 |  |  | x | x | | CLO5. Plan and design services marketing communications | 9 |  |  | x | x | | | | |
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| Text(s):  Recommended Readings:  Electronic Resources: | | | | | Lovelock, C., & Wirtz, J. (2011). *Service Marketing: People, Technology, Strategy* (7th ed.). Global Edition, Pearson,ISBN-13: 978-0-27-375606-4, ISBN-10: 0-27-375606-0  Palmer, Adrain (2011). *Principles of Service Marketing* (6thed.), McGraw Hill, Palmer, Adrain (2011). *Principles of Service Marketing* (6thed.), McGraw Hill, U.K., ISBN-10: 0077129512; ISBN-13: 978-0077129514  U.K., ISBN-10: 0077129512; ISBN-13: 978-0077129514  Hooper, D., Coughlan, J., & Mullen, M. R. (2013). The services cape as an antecedent to service quality and behavioral intentions. *Journal Of Services Marketing*, *27*(4), 271-280. doi:10.1108/08876041311330753  Magnusson, P. R., Matthing, J., & Kristensson, P. (2003). Managing User  Involvement in Service Innovation. *Journal Of Service Research,* 6(2), 111-  124. doi:10.1177/1094670503257028  Saleem, N. "Etisalat Gears up to Offer Mobile Remittance Services". *www.gulfnews.com*. Gulf News, 2 Apr. 2008. Web. 5 June 2015. retrieved from <http://gulfnews.com/business/sectors/telecoms/etisalat-gears-up-to-offer-mobile-remittance-services-1.96052>. | | | | |
| Grading Scale: | | | | | |  |  |  |  | | --- | --- | --- | --- | | Grade | Points | Marks | Description | | A | 4.0 | 90 – 100 | Outstanding | | B+ | 3.5 | 85 – 89 | Excellent | | B | 3.0 | 80 – 84 | Very Good | | C+ | 2.5 | 75 – 79 | Good | | C | 2.0 | 70 – 74 | Average | | D+ | 1.5 | 65 – 69 | Poor | | D | 1.0 | 60 – 64 | Very Poor | | F | 0 | < 60 | Fail | | I | - |  | Incomplete | | | | | |
| Grading Assessment: | | | | | |  |  |  |  | | --- | --- | --- | --- | | Assessment | Value | Assessment | Value | | Two Quizzes | 20% | Midterm Examination | 20% | | Case Study | 20% | Final Exam | 40% | | Total | | | 100% | | | | | |
| **Teaching Methods:**  **Assessment Methods:** | | | This course combines a range of teaching and learning methods consisting of formal class room lectures to introduce theories and concepts, followed by class discussions and library sessions to prod students to ask, answer, question, discuss and challenge conclusions and assessments such as midterm examination, case study and final project.  The rubric for format as well as contents of case study and final project is detailed at the end and is required to be followed.  .   |  |  |  | | --- | --- | --- | | Continuous Assessment | Week | Remarks | | First Quiz | Week three | Chapt1,2&4 New perspective on marketing in the service economy, Understanding Consumer Behavior in Services Context& Developing service product-core and supplementary elements  CLO1&2 | | Second Quiz | Week six | Chap 6,7&8Setting Effective Pricing for, promoting service and educating &customers & Designing and managing service process  CLO1&2 | | Midterm | Week eight | Chapt,1,2,4,6,7,8&10 New perspective on marketing in the service economy, Understanding Consumer Behavior in Services Context, developing service product-core and supplementary elements Setting Effective Pricing for, promoting service and educating &customers, Designing and managing service process& Crafting The Service Environment.  CLO 2,3&4 | | Two Case Study | Week seven& eleven | 1. Sullivan Ford Auto world p462 2. Menton Bank pp 543   CLO 3,4&5 | | Final Exam | Week Sixteen or sixteen | All Chapters covered by semester  CLO 1,2,3,4&5 | | | | | | |
| Course Content & Schedule | | | |  |  |  | | --- | --- | --- | | Week | Content | CLO | | 1 | New perspective on marketing in the service economy   * Why study Service * Marketing services versus physical goods * Marketing challenges posed by services | 1 | | 2 | **Understanding Consumer Behavior in Services Context**:   * Three stage model of consumption of services | 1 | | 3 | Developing service product-core and supplementary elements   * The flower of Service * Planning and creating service products   Quiz one | 2 | | 4 | Setting Effective Pricing for Services:   * Foundations of service pricing | 2 | | 5 | Promoting service and educating customers   * Understanding challenges in service communications | 2 | | 6 | Designing and managing service process:   * Customer involvement in service processes   Quiz Two | 2 | | 7&8 | Crafting The Service Environment:   * Theoretical perspective of consumers’ response to service environment * Dimensions of service environment   Case study one :Sullivan Ford Auto world p462 | 3 | | 9 | Managing People for Service Advantage:   * Service employees are crucially important * Role of human resources   Midterm Exam | 3 | | 10  &  11 | Managing relationships and building customer loyalty   * Understanding customer –firm relationship * Building foundation of loyalty bonds with customers   Case study two: Menton Bank pp 543 | 3 | | 12 | Customer Complaints:   * Strategies for reducing customer defections * Handling customer complaints | 4&5 | | 13  &  14 | Improving Service Quality and Productivity   * Dimension of service quality * Identifying and correcting service quality problems | 4&5 | | 15 | Revision |  | | 16 | Final Exam |  | | | | | | |
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| Incomplete Work Policy: | | | Grade I is allocated to students who fail to complete a specific component of a course work. The concerned instructor may authorize the student to complete the additional course work in the course of the next Semester. A grade I cannot be extended beyond one Semester and if not converted, will be automatically replaced by an F (Fail) grade. | | | | |
| Academic Integrity Policy | | | Students are expected to respect the College code of Academic honesty and conduct themselves according to these standards. Academic dishonesty is a serious offense and may take various forms.  ADUC secures an educational culture characterized by social integration, intellectual and personal honesty, ethical behavior and abide by UAE Copyright Laws and Regulations.  Students who violate academic integrity standards will be subject to disciplinary measures, according to established penalties as stated in the Student Academic Integrity Policy. | | | | |
| Attendance Policy: | | | Students are expected to attend all classes and be punctual.  Throughout the Program regular attendance and participation in classroom activities are compulsory. Attendance will be monitored by the Instructor at the beginning of each session. Students unable to attend classes for a certain period of time for medical or any other “force majeure” reasons have to produce proper supporting documents and submit a written request to the concerned Department Chair for approval.  Students absent from class without prior approval of the Department Chair will be issued a first Warning after 10% of absenteeism and a second Warning at 20%.  Absenteeism of more than 25% in any course will result in the dropping of the course.  Warning Schedule  1st Warning 10% absence = 4.5 Hrs.  2nd Warning 20% absence = 9 Hrs.  3rd Drop 25% absence = 11.25 Hrs. | | | | |
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| Learning Outcomes matrix | | | | |
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|  |  | QUIZ-1 | QUIZ-2 | Midterm | Case Study | FINAL EXAM |  |
| LO1 | Knowledge | 5 | 5 |  |  | 10 | 20% |
| LO2 | Application | 5 | 5 | 2 |  | 8 | 20% |
| LO3 | Analysis |  |  | 8 | 6 | 6 | 20% |
| LO4 | Planning |  |  | 10 | 6 | 4 | 20% |
| LO5 | Evaluate |  |  |  | 8 | 12 | 20% |
| Assessment Tools Total weight | | 10 | 10 | 20 | 20 | 40 | 100% |