

Subject Description Form

Subject Code	MM4791
Subject Title	Services Marketing
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	It supplements the conventional view of marketing management by introducing a service marketing perspective with which students can better understand the specific issues and challenges associated with the marketing of services.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the importance of services in the global economy and the unique challenges involved in marketing and managing services (BBA Outcome 2); b. apply service marketing theories and strategies in an actual service business context (BBA Outcome 10); c. appraise the importance of the inter-functional coordination to create and deliver value to customers (BBA Outcomes 3 and 8) <p>Students will also develop essential workplace attitudes and skills through active learning activities and in class exercises.</p>
Subject Synopsis/ Indicative Syllabus	<p>Nature and characteristics of services: Generic service characteristics. New challenges and issues caused by these characteristics. Impact on customers' purchasing and evaluation behaviour.</p> <p>Service quality: The role of service quality in the overall marketing strategy. Conceptualization and measurement of service quality.</p> <p>An extended marketing mix: Product. Price. Place. Promotion. People. Physical Evidence. Process.</p> <p>Services marketing strategies/approaches: Internal marketing. Service culture. Service recovery. Tangibilization. Customer loyalty.</p>
Teaching/Learning Methodology	<p>The “active learning approach” will be adopted. Today, the general trend in business education at university level is towards the use of more active, participatory and collaborative techniques in the classroom. This pedagogical approach provides opportunities for students to talk, listen, read, and write, reflecting their ability in applying what they are learning. To achieve these goals, three components pertaining to services marketing will be incorporated throughout the semester:</p> <p>Class lectures: Which are not just the vehicles to transmit services marketing knowledge; they also highlight services marketing problems and recent developments in services in order to stimulate the students to think which areas are deserved to learn more about.</p>

Tutorials: They provide good opportunities for students to learn in an intellectually stimulating environment and in a co-operative manner. Students will be asked to discuss with their fellow classmates a number of questions pertaining to the concepts / theories / issues unique to the marketing of services.

Individual and group work: Active learning is applied to both individual work and group activities that motivates students to create their own knowledge. One major task for students is to work on a project which investigates service marketing and management strategies adopted by service companies in HK.

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	50%			
1. Project Presentation	20%	✓	✓	✓
2. Individual Essay	15%		✓	
3. In-class participation	15%	✓	✓	✓
Examination	50%	✓	✓	✓
Total	100 %			

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in **BOTH** the Continuous Assessment and Examination components.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –

- Read the recommended materials including relevant chapters of the recommended textbook, cases, journal articles;
- Discuss the issues brought up in the lectures/seminars;
- Appreciate the different approaches that may be adopted in solving service marketing problems;
- Participate in presenting the group’s views on a case/marketing situation

Feedback is given to students immediately following the presentations. All students are invited to join the discussion.

Student Study Effort Expected

Class contact:	
▪ Lectures	26 Hrs.
▪ Tutorials	13 Hrs.
Other student study effort:	
▪ Preparation for discussion/project presentation	25 Hrs.
▪ Preparation for essay/exam	48 Hrs.
Total student study effort	112 Hrs.

Reading List and References	<p><u>Recommended Textbook</u></p> <p><i>Services Marketing – People, Technology, Strategy</i>, Jochen <u>Wirtz</u> and Christopher <u>Lovelock</u>, 8th edition, World Scientific Publishing Co. Inc., 2016.</p> <p><u>Reference Textbook</u></p> <p><i>Services Marketing</i>, Valarie <u>Zeithaml</u>, Mary Jo <u>Bitner</u> and Dwayne, <u>Gremler</u>, 6th edition, McGraw-Hill, 2013.</p>
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