BM3381 – SERVICES MARKETING MANAGEMENT

Module Number: BM3381

Module Title: Services Marketing Management

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Members Responsible for the Module:

Dr Neeru Malhotra
Marketing Group

ABSBuilding, Room 235, Extension 3151
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Availability: Please see office hours on door or group administrator, Mrs Samantha Doidge, ABS236, Extension 3147

Other Staff Contribution to the Module:

Dr Anna Ackfeldt
Marketing Group

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Availability: for office hours, please use the on-line booking system:http://tinyurl.com/Anna-Ackfeldt-OH

Pre-requisite(s) for the Module: BM2249 Principles of Services Marketing

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

- Demonstrate knowledge gained from the second year module of Principles of Services Marketing, and develop an insight towards the management perspective of services marketing.

- Demonstrate understanding towards management of key issues involved in services marketing, such as, service quality, customer satisfaction and internal marketing.

- Develop an insight into the extended service quality model through a thorough understanding of the antecedents to each of the five gaps studied in the second year as part of the service quality gaps model. Thus, develop an understanding towards management of service quality.

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- Develop an insight into an important area of the management of services marketing – internal marketing. You should be able to identify important and critical issues leading to the management of employees, especially frontline employees, who are ultimately responsible for the delivery of quality service to customers.

- Develop understanding of key issues relating to the management of customer satisfaction and customer relationships, as part of studying relationship marketing within this module.

- Learn how to manage issues relating to service recovery and management of customer expectations.

- Develop understanding towards key issues concerning internationalisation of services – especially tackling how to manage the internationalisation of services in a global economy.

- Learn and understand the development of new services, and management of self-service technologies (SSTs), as part of the module.

Module Content:

Session	**Topic**
1	Introduction to the module
2	Building Customer Relationships • Customer Research Chapters 1, 2, 6 and 7
3	• Service Recovery & Management Chapter 15
4	• Physical Evidence and Servicescape • New Service Development Chapters 8 and 10
5	• New Service Development • Service Design and standards Chapters 8 and 9
6	• Employees Role in Service Delivery • Service Profit Chain (SPC) and Internal Marketing Chapters 5, 11 and 18 + Journal articles
7	• Service Quality Management (Extended Gaps Model – I)

Chapters 5 and 11

8 • Service Quality Management (Extended Gaps Model – II)
Chapters 5 and 14

9 • Integrated Services Marketing Communication
Chapters 5 and16

10 Revision Session

11 Reading Week
12 Examination

Lectures will build on and add to the key conceptual and theoretical ideas in services marketing and management that were introduced in BM2249 Services Marketing. Students are then required to employ these concepts and ideas in the completion of the assessments. Kindly note that all module contents are assessable.

NB: The contents of the module are subject to change

International Dimensions:

The module utilises an international edition of a US text allowing for an understanding of the most widespread approach to the subject. In addition to the core text, the lecture material and additional readings present the European perspective in general and the Nordic Schools in particular to services marketing and services management.

Corporate Connections:

Examples and references to current business and corporate practices will be used throughout the programme to illustrate the real life nature of services marketing and management.

Links with Research

This module builds on their 2nd year 'Principles of Services' module and is designed to help students develop an insight towards the management perspective of services marketing. Anna and Neeru's research is primarily based on the management perspective of services marketing, and the research articles from their research will be included for further reading.

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Learning and Teaching Rationale and Methods:

a) Method of Teaching:

The module will consist of weekly formal sessions of 2 hours in duration. The lecture material builds on and adds to the conceptual and theoretical ideas in services marketing and management that was introduced in BM2249 Services Management.

If at any time the lecturers responsible for the module are unavailable at the designated time, the lecture will proceed with another member of the services marketing research group, or a pre-prepared video will be shown, or the time will be allocated to the completion of group work and the lecture will be rescheduled for a later session.

In addition to the weekly lectures, students are expected to undertake tutor directed and self-directed reading. Critical thinking, analytical skills, self-motivation and managerial skills will be developed during the completion of the course.

b) Duration:

	Hours
Lectures	20Hours
Directed reading	35Hours
Private study	43Hours
Examination	2Hours
Total:	**100 Hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The lectures are designed to build on and add to the key conceptual and theoretical ideas in services marketing and management that were introduced in BM2249 Principles of Services Marketing.

The students will be formally assessed by a 100% closed-book examination.