






Diploma in Marketing (880) – Services Marketing & Management

Prerequisites: Knowledge of business organisation	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: Planning and implementing the marketing strategy for service products requires a different sort of approach, which is different from the traditional goods marketing. The objective of this course is to acquaint the candidates to the uniqueness of the services characteristics and its marketing implications. The intention of the course is to discuss, measure and analyse several facets in the area of services marketing, essential for the success of a service sector firm. Problems commonly encountered in marketing intangibles -- such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality - will be addressed; the emphasis in the course will be on service universals rather than on any particular industry. However, concepts will be illustrated using cases, examples, and exercises in service industries such as banking, health care, financial planning, consulting, the professions, and communication as well as manufacturing and high tech industries (both of which depend heavily on services to provide value). Topics include the unique characteristics of services marketing, the management of services, the evaluation of service quality, techniques for service improvement, services marketing in global environments, and the use of marketing techniques to achieve service breakthroughs. Entrepreneurial and career opportunities in not-for-profit and profit oriented service organisations will also be explored. Services account for three quarters of the UK gross domestic product. The marketing of service poses unique challenges because of the intangible, heterogeneous nature of the product, and the critical role of customer contact employees in service delivery. Strategies for meeting these challenges are addressed.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Describe the underlying concepts of marketing services</p> <p>2 Analyse the purchase decision process</p> <p>3 Understand the antecedent of consumer expectations of services</p> <p>4 Illustrate the underlying principles of quality of service</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the importance of the services sector</p> <p>1.2 Analyse growth contribution factors</p> <p>1.3 Identify characteristics of services</p> <p>1.4 Describe services marketing mix</p> <p>2.1 Explore the theory of consumption values</p> <p>2.2 Discuss pre-purchase behaviour</p> <p>2.3 Discuss post-purchase behaviour</p> <p>3.1 Describe consumer expectations</p> <p>3.2 Identify internal antecedents of consumer expectations</p> <p>3.3 Identify external antecedents of consumer expectations</p> <p>3.4 Identify factors impacting consumer expectations</p> <p>3.5 Describe the role of consumer expectations</p> <p>4.1 Identify the service quality dimensions</p> <p>4.2 Analyse servqual</p> <p>4.3 Define total quality management</p>

5	Understand the differences between manufacturing and services	5.1	Define position mapping framework
		5.2	Describe services operational goals
6	Discuss the role of services personnel	6.1	Define support
		6.2	Analyse customer conflicts
7	Describe the impact of services on the environment	7.1	Define cognitive response
		7.2	Define affective response
		7.3	Define physiological response
8	Understand the role of pricing in services	8.1	Define determinants
		8.2	Define differential pricing
9	Understand the role of distribution in services	9.1	Describe exclusive distribution
		9.2	Describe selective distribution
		9.3	Describe intensive distribution
10	Understand sustainable competitive advantage in services	10.1	Analyse sources of competitive advantage
		10.2	Analyse the stages of service life cycle
		10.3	Describe service attributes
11	Understand how to manage supply and demand in services industry	11.1	Analyse how services can manage supply
		11.2	Analyse how services can manage demand
		11.3	Describe tools for managing demand
12	Explore the value of customer retention	12.1	Identify how to manage customer interacts
		12.2	Define defections management
		12.3	Describe relationship marketing
13	Describe how to conduct an image analysis	13.1	Analyse the purpose of image analysis
		13.2	Describe the role of advertising

Recommended Learning Resources: Services Marketing & Management

Text Books	<ul style="list-style-type: none"> • Services Marketing: People, Technology, Strategy by Christopher H. Lovelock , Jochen Wirtz. ISBN-10: 0132056763 • Services Marketing by Valarie A. Zeithaml , Mary Jo Bitner , Dwayne D. Gremler. ISBN-10: 0071244964 • Principles of Services Marketing by Adrian Palmer. ISBN-10: 0077107942
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None

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