

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		Service Marketing
Course Code Number		MGT 388
Year/Semester		IV/VIII
Credit Hours		03
Year: IV		Semester: VIII (Marketing Specialization)
Course Objectives:		
Main objective		The aim of this course is to examine the important issues facing by service providers and the successful implementation of a customer focus in service-based businesses. Topics include an overview of services marketing; understanding the customer in services marketing; the delivery of services; managing demand and capacity; and promotion and pricing strategies in services marketing
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> • Familiarize with the basic fundamentals of services marketing and its differences with product marketing. • Understand the issues related with service productivity quality and delivery. • Integrate marketing, operation and human resources.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 9	Fundamentals in service marketing Introduction to Service, The Service Sector, Basic Differences Between Goods and Services, An integrated Approach to Service Management, A structure for making service management decisions, The Value of classification Schemes, The three levels of a service product, Service as a process.
LU 2	LH 9	The service as a product Contact with the Service Organization, Managing service encounters Service as a system, Customer Focus, Physical Evidence, The Augmented Product, The service attached to industrial products, Service design
LU 3	LH 6	Pricing for service What Makes Service Pricing Different, Foundation of Pricing Strategy, Pricing and Demand, Putting Pricing Strategies into Practice
LU 4	LH 6	Promoting and communicating service value Internal Communications, External Communication as a Reinforcement System, Making the Service Value more Visible, Setting Communication Objectives and choose the Means to Act
LU 5	LH 6	Delivery channels Physical versus Electronic Delivery, Physical Evidence and the Servicescape, Place, Cyberspace, and Time Decisions, the Role of Intermediaries
LU 6	LH 6	Productivity, quality & variable demand Understanding Service Quality, Customer Satisfaction, The Productivity and the fluctuating demand

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LU 7	LH 6	Integrating marketing, operation and human resources Human Resource Issues in High-Contact. Environments , Empowerment of Employees , Cycles of Failure, Mediocrity, and Success, The search for synergy in service management
References		1. Principles of Service Marketing & Management. By Christopher Lovelock Jochen Wirtz 2. Service Marketing- People Technology Study, Lovelock, C, Writz, J and Chaltjee, Pearson Education 3. Marketing Management. Philip Kotler 13 th edition, a south Asian Perspective

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.