## COX 3224 SERVICES MARKETING (3 CU)

**Course Description:**

The course is designed to provide students with the ability to understand basic service marketing concepts. The course will handle issues like nature of marketing services and service marketing mix. Students will also learn how to assess consumer behavior in services and determine service expectations and operations.

**Course Objectives**

The course will help the students to achieve the following objectives:

* Understand the unique nature of services
* To explain service marketing mix
* Explain consumer behavior in services
* Understand service expectations and perceptions.

**Learning Outcomes**

At the end of the course, students should be able to:

* Evaluate the unique nature of services
* Discuss service marketing mix
* Describe consumer behavior in services
* Determine service expectations and perceptions.

**Intellectual, practical and transferable skills**

* Problem solving skills, Team work, Analytical, Communication

**Teaching and Learning Patterns**

* Use of case studies, class discussions, straight lecture, Group presentations

**Indicative Content**

Service characteristics, service marketing mix, trends in the service sector, services marketing triangle, consumer behavior in services, meaning and types of service expectations and perceptions, building customer relationships, services recovery, delivering and performing service, service development and design,

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

1. Zeithaml,V.A. (2008) [*Services Marketing*](http://www.amazon.com/Services-Marketing-Valarie-Zeithaml/dp/0071263934/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1208847314&sr=1-1)
2. [*Services Marketing*](http://www.amazon.com/Services-Marketing-Valarie-Zeithaml/dp/0072961945/ref=pd_bbs_2?ie=UTF8&s=books&qid=1208847314&sr=1-2)by Valarie Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler(Hardcover **-** May 2, 2005)
3. [*Services Marketing (6th Edition) (Prentice-Hall Series in Marketing)*](http://www.amazon.com/Services-Marketing-6th-Prentice-Hall/dp/0131875523/ref=pd_bbs_sr_3?ie=UTF8&s=books&qid=1208847314&sr=1-3)by Christopher Lovelock and JochenWirtz**(**Hardcover **-** Oct 7, 2006)
4. [*Marketing Your Services : For People Who Hate to Sell*](http://www.amazon.com/Marketing-Your-Services-People-Hate/dp/0809231573/ref=sr_1_5?ie=UTF8&s=books&qid=1208847314&sr=1-5)by Rick Crandall(Paperback **-** Sep 1, 1996)
5. [*Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions*](http://www.amazon.com/Marketing-Professional-Services-Firm-Professions/dp/0470011734/ref=sr_1_7?ie=UTF8&s=books&qid=1208847314&sr=1-7)by Laurie Young**(**Hardcover **-** Sep 23, 2005)
6. [*Marketing Your Services: A Step-by-Step Guide for Small Businesses and Professionals*](http://www.amazon.com/Marketing-Your-Services-Step-Step/dp/0471509485/ref=sr_1_8?ie=UTF8&s=books&qid=1208847314&sr=1-8)by Anthony O. Putman**(**Hardcover **-** May 14, 1990)
7. [*The Art of Client Service, Revised and Updated Edition: 58 Things Every Advertising & Marketing Professional Should Know*](http://www.amazon.com/Art-Client-Service-Revised-Updated/dp/1427796718/ref=sr_1_9?ie=UTF8&s=books&qid=1208847314&sr=1-9)by Robert Solomon(Hardcover **-** Jan 1, 2008**)**
8. [*Service Management and Marketing: Customer Management in Service Competition*](http://www.amazon.com/Service-Management-Marketing-Customer-Competition/dp/0470028629/ref=sr_1_10?ie=UTF8&s=books&qid=1208847314&sr=1-10)by Christian Gronroos**(**Paperback **-** Mar 16, 2007**)**