**Course Structure**

**MKT 452: Services Marketing**

**2nd Semester – Academic Year 2017-2018**

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Office Number: S-129 – Second Floor; College of Business Administration

Instructor: **Haseebullah Abdul Naeem**

Class Hours: (Section 34074) 01.00 – 02.20 pm (Sunday, Tuesday)

Office Hours: 09:00 a.m.–02.00 p.m. (Sunday to Thursday, excluding classes’ hours)

**Introduction:**

There is an increased importance of the [service sector](http://en.wikipedia.org/wiki/Service_sector) in [industrialized economies](http://en.wikipedia.org/wiki/Developed_country). The current list of [Fortune 500](http://en.wikipedia.org/wiki/Fortune_500) companies contains more service companies and fewer manufacturers than in previous decades. The service economy in developing countries is mostly concentrated in [financial services](http://en.wikipedia.org/wiki/Financial_services), [hospitality](http://en.wikipedia.org/wiki/Hospitality), [retail](http://en.wikipedia.org/wiki/Retail), [health](http://en.wikipedia.org/wiki/Health_services), [human services](http://en.wikipedia.org/wiki/Human_services), [information technology](http://en.wikipedia.org/wiki/Information_technology) and [education](http://en.wikipedia.org/wiki/Education). Products today have a higher service component than in previous decades. Virtually every product today has a service component to it.

**Course Objective:**

This course addresses the issues involved in the effective marketing of services taking into account the unique characteristics of services. The issues covered include the interactive nature of the service provider, the consumer and the physical environment in the service provision process; the importance to maintain high quality; and special problems related to the growth and internationalization of services.

**Learning Outcomes:**

Upon successful completion of this class, course participants will have a working knowledge of the following:

1. To understand the unique challenges involved in marketing services;
2. To identify differences between marketing in service versus manufacturing organizations and to understand how "service" can be a competitive advantage;

3. To identify and analyze the various components of the "services marketing mix" (the 7 P's);

4. To appreciate the role of employees and customers in service delivery, customer satisfaction, and service recovery.

**Textbook:**

Services Marketing: People, Technology, Strategy, Seventh Edition by Christopher Lovelock and Jochen Wirtz. (Global Edition) Published by Pearson.

**Attendance: It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination.**

**Make-ups:** If a student misses the mid-term he has to provide a documented proof (Approved from the department head) for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment.

**Policy on Academic Integrity:** Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Please make yourself familiar with the University’s Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating.

**Course Coverage:**

* **Week 1 & 2:** New perspectives on Marketing in the service economy
* **Week 3:** Consumer Behavior in a Services Context
* **Week 4:** Developing Service Products: Core and Supplementary Elements
* **Week 5 & 6:** Distributing Services Through Physical and Electronic Channels

**1st Mid-Term**: (Fill in the blanks, MCQs, True/False)

* **Week 7:** Setting Prices and Implementing Revenue Management
* **Week 8:** Promoting Services and Educating Customers
* **Week 9:** Designing and Managing Service Processes

**2nd Mid-Term**: (Fill in the blanks, MCQs, True/False)

* **Week 10:** Crafting the Service Environment
* **Week 11&12:** Managing People for Service Advantage

**Final Exam** [Fill in the blanks, MCQs, True False, Essay Questions)

**Details on the Mode of Assessment:**

* **Class Activities** ……………………………………………… **20%**
  + - Attendance & Participation 5%
    - Presentations + Assignments 10%
    - Class Behavior 5%
* **Mid-term Examinations** …………………………………… **40%**
* Mid-term exam 1 – (Fill in the blanks, MCQs, True False, Essay questions)/ (Chapters: 1,2, and 4) 20%
* Mid-term exam 2 – (Fill in the blanks, MCQs, True False, Essay questions)/ (Chapters: 5, 6, 7) 20%
* **Final Examination** …………………………………………  **40%**
* (Fill in the blanks, MCQs, True False, Essay Questions)/ (Chapters: 8,10 and11) 40%

**Total Percentage: 100%**