1. **Title of the module:**

BUSN7830 (CB783): Services, Technology & Marketing

1. **School or partner institution which will be responsible for management of the module:**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7):**

Level 6

1. **The number of credits and the ECTS value which the module represents:**

15 (7.5 ECTs)

1. **Which term(s) the module is to be taught in (or other teaching pattern):**

Autumn

1. **Prerequisite and co-requisite modules:**

BUSN3700 (CB370): Introduction to Marketing

BUSN7580 (CB758): Marketing Strategy

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

1. **The intended subject specific learning outcomes.**On successfully completing the module students will be able to:

8.1 Demonstrate a critical understanding of the basic concepts of services marketing

8.2 Critically evaluate and compare theories and current trends in service marketing

8.3 Evaluate the models and dimensions of service quality

8.4 Assess the application of the traditional and extended marketing mix elements to services

8.5 Demonstrate a systematic understanding the importance of technology to services

8.6 Critically assess the importance of service consumers and their role as co-producers of services

1. **The intended generic learning outcomes.**On successfully completing the module students will be able to:

9.1 Demonstrate self-management and time-management skills

9.2 Synthesise, and critically evaluate arguments and assumptions from a variety of sources and competing perspectives

9.3 Demonstrate problem-solving and decision making skills

9.4 Demonstrate effective teamwork skills and ability to work with other people from different cultural backgrounds.

9.5 Acquire, evaluate, organise, analyse and communicate information effectively through oral presentations and written exercises

1. **A synopsis of the curriculum**

Many developed economies are dominated by services, and service organisations require a distinctive approach to marketing strategy both in development and execution. The module will demonstrate how a holistic approach to the incorporation of a services perspective is crucial for marketing in general. The module will explore the distinctive characteristics of services and explain how they impact on the marketing approaches used by firms. Sessions in this module will cover concepts such as:

* The nature of services and their importance in creating value for customers
* Developing effective services marketing strategies that create competitive advantage for firms
* The customer decision making processes within service encounters
* The application of marketing mixes to services
* The sharing service economy
* Complaint handling and service recovery
* Service quality models
* Service dominant logic vs goods dominant logic.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

**Core Text:**

Lovelock, C., and Wirtz, J. (2016), *Services Marketing: People, Technology, Strategy*, 8th Edition, London: Prentice Hall.

**Additional useful texts are: (Alphabetical Order)**

Gronroos, C. (2007), *Services Management and Marketing*, 3rd Edition. Southern Gate: John Wiley.

Kasper, H., van Helsdingen, P. and Gabbott, M. (2006), *Services Marketing Management*, 2nd Edition.

Southern Gate: John Wiley.

Lovelock, C., Vandermerwe, S. and Lewis, B.L. (1999), *Services Marketing*, European Edition.

Upper Saddle River, NJ: Prentice Hall.

Mudie, P. and Pirrie, A. (2011), *Services Marketing Management*, 3rd Edition. Taylor & Francis.

Palmer, A. (2014), *Principles of Services Marketing*, 7th Edition, Maidenhead: McGraw Hill.

Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2016). *Services marketing: Integrating customer focus across the firm,* 3rd Edition European. McGraw Hill.

1. **Learning and teaching methods**

The module will be taught by lectures, seminars and private study.

Total Contact Hours: 22

Private Study Hours: 128

1. **Assessment methods**
   1. Main assessment method

Examination - 2 hour closed book: 70%

Individual Essay – 2500 words: 20%

Group Presentation – 15 minutes: 10%

In order to pass the module as a whole and ensure all learning outcomes are met, students must achieve a pass mark of 40% for the group presentation.

* 1. Reassessment method

Reassessment will be by 100% examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Lecture** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| **Seminars** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Revision** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| **Private Study** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Individual essay – 2500 words* | *20%* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| *Group presentation* | *10%* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Exam – 2 hours* | *70%* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 29/01/2018 | n/a | September 2018 | n/a | n/a |
|  |  |  |  |  |