

SYLLABUS

MK433E

Services Marketing in a Digital Age

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Dr. Clara KOETZ
INSTRUCTOR(S) :	Dr. Clara KOETZ Dr. Ozlem DOULL
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

Services represent the largest and most dynamic sector in advanced economies. This module concentrates on the specifics of service marketing, focusing on the effect of new technologies (e.g., digital technologies and AI) on consumers and consumption processes. It considers an extended marketing mix for services and uses the Gaps Model of Service Quality framework to analyze and improve service quality in organizations. Students will gain critical skills and access to the knowledge needed to create and implement innovative service strategies to increase the customer experience in all business sectors.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Demonstrate advanced technological literacy to Connect physical and digital spaces #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

By the end of this module, students will be able to:

1. Demonstrate effective oral communication skills to enhance marketing activities within diverse service contexts.
2. Integrate physical and digital environments to design innovative solutions for service businesses.
3. Critically analyze service marketing theories and concepts to address challenges and design effective strategies for service business.

TOPICS COVERED :

1. Introduction to Services Marketing: Differences between goods and services, and the service marketing mix. 2. Understanding Service Consumers: Customer expectations, perceptions, and satisfaction. 3. The Service Encounter: Customer experience and how service companies can delight and surprise consumers. 4. Service Quality and the Gaps Model: Ensuring high service quality. 5. Listening to Consumers and Service Recovery: Techniques for effective feedback and handling service failures. 6. Service Innovation and Design: Service blueprinting, physical evidence, and the servicescape. 7. Delivering and Performing Service: Roles of employees and customers in service delivery. 8. Managing Service Promises and Future Preparation: Integrated service marketing communications and pricing strategies.

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

