

MKT3412 Services Marketing
Course Outline

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BIZ2 02-12

Session: Semester I, 2014/2015

Course Description

The purpose of the course is to provide you with an overview of the distinctive challenges and issues in modern services marketing. The service sector contributes more to more than 70 percent of the GDP for Singapore. After graduation, many students work in the service sector. Understanding services marketing is crucial to understanding customer expectations and knowing how to deliver service quality for competitive advantage in firms.

Course Objectives

This course in Services Marketing aims to achieve the following:-

1. Lay the foundation for understanding consumer behaviour and expectations for services.
2. Address the traditional 4 Ps of the marketing mix, and discuss how it differs in services, and the unique challenges that services bring to the 4 Ps.
3. Extend the marketing mix by including 3 additional Ps pertinent to services marketing, namely process, physical environment and people.
4. Recommend strategies for customer loyalty and retention, service recovery, and customer relationship development.

Assessment Components

Individual

Written Test	30%
Individual Assignment	15%
Class Participation	15%

Group

Group Project	25%
Group Presentation	15%

Total **100%**

Recommended Text

Jochen Wirtz, Patricia Chew and Christopher Lovelock (2012) **Essentials of Services Marketing**, Pearson Education South Asia, Singapore