

**National University of Singapore  
NUS Business School  
Department of Marketing**

**MKT3412 Services Marketing  
Semester 2, 2016/2017 (January – April 2017)**

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### **Course Description**

The purpose of the course is to provide you with an overview of the key strategic concepts and distinctive management issues in modern services marketing. The service sector is undergoing almost revolutionary changes daily. It affects how we do our business and the lifestyles that we lead.

Understanding services marketing becomes a crucial need to bridge customers' expectations and experiences. It is about understanding the customer and the need for service quality in order to satisfy those needs.

### **Course Objectives**

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

1. Develop an understanding of the links between the service providers (people), the procedures (processes), and the physical evidence of the service offering.
2. Understand service quality management as the basis for developing customer satisfaction, and develop skills in service quality measurement for continuous improvement.
3. Understand the importance of customer loyalty and retention, service recovery, customer relationship development and the role of internal marketing.
4. Consider the impact that modern technology has (Internet, etc) on managing the services marketing mix.

### **Assessment Components**

*(To be confirmed. Final details to be released when semester commences)*

Group Case Presentation	15%
Group Final Project	25%
Test	25%
Individual Assignment	20%
Class Participation	15%
<b>Total</b>	<b>100%</b>

### **Recommended Text**

1. Jochen Wirtz and Christopher Lovelock (2016), **Services Marketing: People, Technology and Strategy**, World Scientific, 8<sup>th</sup> edition

#### **ACADEMIC HONESTY & PLAGIARISM**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>