



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Principles of Service Marketing				
Module Code	UMKDDS-15-M	Level	M	Version	1
Owning Faculty	FBL	Field	Marketing, Events and Tourism		
Contributes towards	MSc Marketing, MSc Marketing Communications				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	N/A	
Valid From	September 2013		Valid to		

CAP Approval Date	7 May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Explain the role of marketing and the market orientation in contributing to organisational ability to deliver customer value; (Component B1) • Demonstrate a critical appreciation of traditional marketing mix management approaches to marketing; (Component B2) • Select and apply appropriate service marketing theory to the analysis and resolution of realistic business problems; (Components A and B2) • Exercise intellectual skills of analysis, evaluation and synthesis appropriate to Masters level; (Components A, B1 and B2) • Communicate ideas and arguments in a clear and logical manner. (Components A, B1 and B2)
Syllabus Outline	<ul style="list-style-type: none"> • Introduction to Marketing <ul style="list-style-type: none"> - The marketing concept - STP and marketing mix management - Service characteristics and the marketing challenges these create - The extended service marketing mix - Service quality, complaints and service recovery • Differing perspectives on service marketing <ul style="list-style-type: none"> - Mechanistic approaches to managing services - Humanistic approaches to managing services - Service Dominant Logic (SDL) • Introduction to Masters level skills <ul style="list-style-type: none"> - Written communication skills - Verbal communication skills - The nature and role of theory

	<ul style="list-style-type: none"> - Intellectual skills (application, analysis, critical evaluation and synthesis) - Analysing and addressing assessment briefs and assessment criteria 																				
Contact Hours	The module will normally be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)																				
Teaching and Learning Methods	<p>Scheduled learning includes lectures, seminars, tutorials, demonstration, practical classes, workshops, debates, student presentations.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p>																				
Key Information Sets Information	<p>Key Information Sets (KIS) not yet applicable to PG modules</p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" style="margin-left: 20px;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>60%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>40%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		60%		Practical exam assessment percentage		40%					100%
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p>Essential reading The essential reading will be specified in the course outline and on Blackboard at the start of the module. The aim of the reading programme is to expose students to a range of different types of source in order to facilitate critical evaluation through comparison and contrast. Rather than being required to purchase a core textbook, students will be given, through blackboard, extracts from a range of textbooks and journals articles (academic, professional and popular) to read each week. These may form the basis of class activities, follow up tasks or assessed work.</p>																				

Indicative Reading List	<p><u>Books</u></p> <ul style="list-style-type: none"> • Palmer, A. (2011) <i>Principles of Services Marketing</i>, 6th edition, McGraw Hill, London • Lovelock, C & Wirtz, (2011) <i>Services Marketing: People, Technology & Strategy</i>, 7th Edition, Pearson • Baron, S, Harris, K and Hilton, T (2009) <i>Services marketing: Text an Cases</i>, 3rd Edition Palgrave MacMillan, New York • Bateson, J.E.G and Hoffman, K, D (2011) <i>Services Marketing</i>, South-Western, Cengage Learning. Mason, Ohio <p>Academic and Practitioner Journals</p> <p>Journal of Services Marketing Journal of Marketing Management Marketing and Management Marketing Management Academy of Marketing Science Review Harvard Business Review International journal of non-profit and voluntary sector marketing Journal of health care marketing The Economist Marketing Campaign</p> <p>Other Any/all broadsheet newspapers</p>
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Part 3: Assessment	
<i>Assessment Strategy</i>	<p>The assignments are designed to give students formative feedback on their academic writing and their ability to demonstrate Masters level intellectual skills in their written work. Whilst there are three separate items of assessment, the content required will be aligned to minimise the subject knowledge required, in order to reduce the workload for students and (more importantly) to emphasise the importance of intellectual and communication skills. The group assignment is designed to assess students' verbal communication and ability to select and apply theory, as well as their ability work collaboratively.</p> <p>The assignments will be submitted in weeks 4 - 6 and 8 - 10 respectively. The group presentation topic will build on students' work in assignment 2 and will be scheduled at the end of the assessment period. This will direct the weight of the module assessment away from that of the other semester one modules.</p> <p>The assessment of the module will consist of two elements:</p> <p>Component A: A group presentation</p> <p>Component B: Two 1000-1500 word assignments</p>

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	40%	60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 30 Minute Group Presentation	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 1000-1500 word written assignment	30%	
2. 1000-1500 word written assignment	70%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. time constrained assignment (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 1000-1500 word written assignment	30%	
2. 1000-1500 word written assignment	70%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		