

MODULE: **PRINCIPLES OF SERVICES MARKETING**

CODE: **BAIHM-1-2-10**

Stage: I

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

This module is designed to give learners a broad understanding of the key concepts and business practices in marketing. The module provides an overview of the nature and scope of marketing and its role in achieving business objectives.

The module aims to:

- Provide learners with a clear understanding of the concepts and business functions of Services marketing in the hospitality industry
- Give learners an overview of the environmental factors which influence services marketing decisions
- Introduce to learners the need to develop an appropriate marketing mix

Enable learners to understand the role of marketing to service providers.

Module Content

Introduction to Principles of Services Marketing

- Distinguishing features of Service
- Service success in competitive markets

Positioning Services

- Market segmentation and customer focus
- Targeting

- Positioning

Consumer Behaviour in Service Encounters:

- Trends in consumer behaviour
- Customer needs and expectations
- Post-Purchase Behaviour in Services

Marketing Research and the Marketing Information System

- The Benefits of research in marketing
- Primary and Secondary Data
- Services research activities

Services Marketing Environment

- Macro Environment
- Micro Environment

The Service Marketing Mix:

Product/Service

- Product/service life cycle
- Branding /packaging of services

Pricing of Services

- Pricing methods/tactics
- Putting service pricing into practice

Distribution of Services

- Decisions about time and place
- Distribution and customers

Promoting Services

- The promotional mix
- Techniques for new/existing customers

People, Process and Physical Evidence Concepts

- Customer Service policies and practice

Quality, satisfaction and customer retention.