

Global Learning Semesters

Course Syllabus

Course: MKTG-380 Marketing of services

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-380	Marketing of services	3
Semester Offered	Contact Hours	Prerequisites
Not offered yet	42	MKTG-291
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

This course focuses on the unique aspects of managing and marketing service operations by service providers. The main focus is on consumer behavior, operations efficiency, contact personnel, competitive strategies, pricing, communications, quality, retention and development.

Course Aims and Objectives

To enable students gain an understanding in the following areas:

- The nature of Services Marketing
- Internal Marketing
- The service offer
- Services buying processes
- Relationship marketing and customer loyalty
- Services market segmentation
- Service positioning and targeting
- The services marketing mix
- Making services accessible to customers
- The pricing of service

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours.

Evaluation and Grading

Project/homework: 10%

Mid-Term: 40%
Final Exam: 50%

Readings and Resources

Required Textbook

- Palmer, Adrian, Principles of Service Marketing. 3rd edition, McGraw-Hill, 2001

Recommended Reading

- Gronroos, C. Service Management and Marketing, 2nd edition, Wiley, 2001
- Lovelock, C. Vandermerwe, S, and Lewis, B. Services Marketing: A European Perspective, Financial Times/Prentice Hall
- Wayland, Robert and Cole, Paul. Customer Connections: New Strategies for Growth. 7th ed. Irwin/McGraw-Hill, 1997.