



Course Specifications

Course Title:	SERVICES & EXPERIENTIAL MARKETING
Course Code:	MKT-301
Program:	Bachelor of Science of Business Administration in Marketing [BSBA]
Department:	Department of Marketing
College:	College of Business Administration, Al Kharj
Institution:	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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A. Course Identification

1. Credit hours: 3			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
	Others <input type="checkbox"/>		
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	
3. Level/year at which this course is offered: 5 th Level (Sem.) / II Year			
4. Pre-requisites for this course (if any): MGT-201			
5. Co-requisites for this course (if any): NONE			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	Total	42	100

7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description:

This course focuses on the marketing activities, practices, techniques, and plans of two types of firms: 1) firms offering intangible services, and 2) firms producing and selling goods that are combined with services. The course discusses several basic issues in the field of services marketing including service characteristics, the differences between goods marketing and services marketing and their effects on the marketing strategy of services, consumer behavior in service purchase, service marketing mix, consumers' evaluation of service quality and their satisfaction level, determining and evaluating the important elements in service offerings, and how to build strong and long-lasting relationships with service customers.

2. Course Main Objective:

Services dominate the expanding world economy as never before. So, the main objective of 'Services Marketing' is to impart cognitive learning, understanding, and practical orientation of the service industry among students. And make them ready to not only take the advantage of the growing services sector in KSA but also face the upcoming competitive challenges. Make the students able to understand consumer behavior, their needs, and expectations and accordingly develop skills for new strategies and tactics, in such responses of the consumers.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define Services & their Marketing Mix, the service offer, recall customer relations and memorize the service quality scale	
1.2	State Pricing Strategies, technology in the service environment, employees' role in the service organization, and service guarantees	
1.3	Describe the Service Encounter, delivery systems, service processes, customer demand, service recovery, and productivity & quality	
1.4	Recognize Service Delivery Systems, outline communication strategies, dimensions of service environment, and customer feedback	
1.5	Reproduce and Write the characteristics & differences between goods and services, the role of marketing communication strategies, service blueprint, strategies for reducing customer defections, service culture, and climate	
2	Skills :	
2.1	Differentiate the characteristics of services, analyze the extended marketing	

CLOs		Aligned PLOs
	mix for services, justify the service encounter, predict the customer needs & expectations	
2.2	Reorganize the supplementary service design, justify the pricing strategies for the demand of services, analyze the channel options for services, appraise the communication strategies for services	
2.3	Explain Service Processes, design a blueprint and analyze, reconstruct the dimensions of the service environment, write the determinants of demand, evaluate the strategies for managing demand	
2.4	Evaluate Service Positioning, criticize complaint handling & service recovery, measure the customer complaining behavior, interpret the principles of effective service recovery, judge learning from customer feedback, justify service guarantees	
2.5	Diagram of SERVQUAL, appraise technology in the service environment, evaluate the leadership potential, prepare to develop culture & climate in the service environment	
3	Values:	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in marketing communication systems with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Services Marketing: Understanding Services-Why Study Services-What are Services-Marketing Challenges by Services-Characteristics of Services-Intangibility-Heterogeneity-Inseparability-Perishability-Differences between Goods and Services-Classification of Services, Managing Service Encounter- Service Encounter: Different Levels of Customer Contact- The Customer as Co-producer. Customer Behavior in Service Encounters- Understanding Customer Needs & Expectation, Purchase Process for Services	6
2	Services Marketing Mix: The Service Offering-Identifying and Classifying Supplementary Services-Service Design. Pricing Strategies for Services-Paying for Service: The Customer Perspective-Ethical Concerns-Understanding Net Value-Foundations of Pricing Strategy-Pricing and Demand-Putting Pricing Strategies into Practice. Service Delivery Issues-Creating Delivery Systems in Place, Cyberspace and Time-Evaluating Alternative Delivery Channels-Options for Service Delivery. Promotion and Education-Role of Marketing Communication, Marketing Communication Strategies for Services, Setting Communication Objectives-Marketing Communications Mix.	9
3	Extended Service Marketing Mix and Balancing Demand & Capacity: Employees Role in Service Organization-HR: An Asset Worth Managing-Job Design and Recruitment-Empowerment of Employees-Service Jobs as Relationships- HRM in Multicultural Context. Understanding Service Processes-Service as a process-Categorizing Service Processes-Different Processes Pose Distinctive Management Challenges-Appling Technology to Service processes-Managing People as Part of the Service Process-Service Design- Developing a Service Blueprint-Reengineering Services Processes. Corporate Design and Physical Evidence-Physical Environment-Purpose-Understanding Consumer Responses-Dimensions of Service Environment. Balancing Demand and Capacity-The Ups and Downs of Demand- Measuring and Managing Capacity-Understanding the Patterns and Determinants of Demand- Strategies for Managing Demand- Managing Customer Waiting Lines and Reservations-Waiting to Get Processed-Minimizing the Perceived Length of Wait-Reservations.	9

4	Positioning Services and Customer Relations: Service Positioning, Managing customer relationships and building loyalty- Understanding Customer firm relationship- Relationship Marketing and Customer Loyalty-Strategies for reducing customer defections-Customer relationship management, Complaint Handling & Services Recovery-Consumer Complaining Behavior-Principles of effective service recovery-Discouraging abuse and opportunistic behavior-Learning from customer feedback- Service Guarantees.	9
5	. Service Quality & Productivity and Organizing Service Leadership: Technology in Service Environment, Digital Revolution, E-Commerce, Creating Value through Productivity and Quality-Minding the Service P's and Q's Understanding Service Quality-Customer Satisfaction-The SERVQUAL Scale- Productivity Issues for Service Firms. Creating Leading Service Organization-In Search of Leadership-Evaluating Leadership Potential-Leadership, Culture and Climate.	9
Total		42

D. Teaching and Assessment

1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define Services & their Marketing Mix, the service offer, recall customer relations and memorize the service quality scale	Lectures with examples, conceptual framework, book notes & references, research article references, internet references, PPTs, and handouts	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, and Evaluation of Home Assignments
1.2	State Pricing Strategies, technology in the service environment, employees' role in the service organization, and service guarantees		
1.3	Describe the Service Encounter, delivery systems, service processes, customer demand, service recovery, and productivity & quality		
1.4	Recognize Service Delivery Systems, outline communication strategies, dimensions of service environment, and		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	customer feedback		
1.5	Reproduce and Write the characteristics & differences between goods and services, the role of marketing communication strategies, service blueprint, strategies for reducing customer defections, service culture, and climate		
2.0	Skills		
2.1	Differentiate the characteristics of services, analyze the extended marketing mix for services, justify the service encounter, predict the customer needs & expectations		
2.2	Reorganize the supplementary service design, justify the pricing strategies for the demand of services, analyze the channel options for services, appraise the communication strategies for services	Mini Project	Evaluation of case study presentation skills, mini project & group presentation
2.3	Explain Service Processes, design a blueprint and analyze, reconstruct the dimensions of the service environment, write the determinants of demand, evaluate the strategies for managing demand	Preparation, Relevant Case Studies, Assignment Preparation, Group Presentation, Tables & figures, diagrams & pictures	skills, assessment of the application of theoretical framework through written assignments skills, observing
2.4	Evaluate Service Positioning, criticize complaint handling & service recovery, measure the customer complaining behavior, interpret the principles of effective service recovery, judge learning from customer feedback, justify service guarantees	Saudi company websites engaged in the services sector, industry reports, comparative studies, etc.	interpretation abilities of data, etc. However, it is in the range of assessment of coursework
2.5	Diagram of SERVQUAL, appraise technology in the service environment, evaluate the leadership potential, prepare to develop culture & climate in the service		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	environment		
3.0	Values		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in marketing communication systems with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.		
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained on the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	Role-playing, Group Discussion, Debate, Devising plans, Data Analysis & interpretation etc.	Examining mini-projects, evaluating classroom activities, assessing students' discussion, logical abilities & speaking capabilities, etc.
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling and attempt to develop mental and intellectual satisfaction of customers.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3rd , 6 th ,	10%
2	Mid Terms (two)	4 th , 8 th	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	7 th , 9 th	10%
4	Final Examination	After completion of the 10 th Week	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> • Christopher Lovelock, Lauren Wright (2002) 'Principles Of Service Marketing And Management' Prentice Hall, 2e • Christopher Lovelock, Jochen Wirtz (2011), Services Marketing – People, Technology, Strategy, Pearson, 7e • Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2009) 'Services Marketing' Mc Graw-Hill International Edition, 5e • Christopher Lovelock, Jochen Wirtz (2007) 'Services Marketing: People, Technology, Strategy Prentice Hall, 7e: ISBN: 978-0-13-610721-7MOST PREFERRED • K. Douglas Hoffman, John E.G. Bateson (2006) 'Services Marketing: Concepts, Strategies, & Cases', Cengage Publication, 3e
Essential References Materials	<ul style="list-style-type: none"> • Journal of Marketing • Sloan Management Review • Advances in Services Marketing and Management • Journal of Services Marketing

	<ul style="list-style-type: none"> Journal of Service Research Journal of Consumer Research
Electronic Materials	<ul style="list-style-type: none"> http://faculty.psau.edu.sa (black-board) www.marketingpower.com www.emeraldinsight.com www.itsma.com www.servicesmarketingblog.com www.theacsi.org www.marketingteacher.com www.learningmarketing.net
Other Learning Materials	Relevant videos cases and websites of service-oriented companies in KSA

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with a capacity of at least 30 seats/group and 4-groups required
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of Teaching: At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by the Quality & Development Unit regularly using the Survey. The results are communicated to the	Students	Feedback Survey through

