



KURSPLAN FÖR FORSKARUTBILDNINGSKURS

Kurskod: IEM008F

Kursnamn: *Services Marketing / Services Marketing*

Poäng: 7,5hp

Institution: *Industriell ekonomi och samhällsvetenskap*

Examinator: *Professor Esmail Salehi-Sangari*

Kurstid: 2009, w16 – w27

Förkunskapskrav: -

Syfte/Mål: *At the end of this course, students will:*

- *understand the characteristics of services (intangibility, simultaneity, heterogeneity and perishability) and what these mean for marketing strategy*
- *Be able to formulate a strategy for measuring and managing service quality, and understanding the internal barriers to this*
- *Grasp the fundamentals of internal marketing*
- *Understand the basics of designing service offerings, as well as pricing these offerings Understand the experience economy, and the staging customer experiences*
- *Be able to put together the framework of a potential publishable paper on an aspect of services marketing*

Innehåll: *Whether the marketing of services is different to or pretty much the same as products has been an ongoing debate. There are those who maintain that because services possess certain characteristics that products do not, service marketing is different and more difficult. Others argue that essentially, customers do not purchase products or services, but seek to solve their problems and satisfy their needs and wants, so that the debate is meaningless to marketers. This course sits on the fence by taking the view that both arguments offer valuable insights, and that we have much to learn to strategic marketing advantage by understanding both perspectives. It also takes the understanding of services further by considering that the new economic genre is that of experiences, and explores some aspects of the marketing of experiences.*

Examination: *A longer paper, either written individually or in small groups, targeted at a scholarly journal or a conference, (worth 100%) which will have a submission date to be agreed upon and discussed in our first class.*



2009-01-09

Litteratur:

Prescribed Text: There is no prescribed text; interested students are referred to Christopher H. Lovelock, and Jochen Wirtz, (2007) Services Marketing, 6/E, Publisher: Prentice Hall

Cases: There are also Harvard Business School case studies that will be analyzed in class.

Readings: There is a reading or two to accompany each class – these have been chosen as classics, and can be studied for fun and profit. Then there is an additional detailed list of readings that students may wish to consult, attached

Avgift: *will be announced later*

Ansökan till: *with e-mail to Esmail.Salehi-Sangari@ltu.se*

Ansökan senast: *09-03-09*

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Attachment – suggested reading list

Anderson, E., Fornell C. and Lehmann, D.R. (1994). *Customer Satisfaction, Market Share, and Profitability*. *Journal of Marketing*. 58, July, 53-66.

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Brown T.J., Churchill G.A. Jr., Peter J.P., (1993), "Improving the Measurement of Service Quality", *Journal of Retailing*, 68, 1, (Spring), 127-139.

Brown, G., Widing, R.E., and Coulter, R.L. (1991) *Customer Evaluation of Retail Salespeople Utilizing the SOCO Scale: A Replication, Extension and Application*, *Journal of the Academy of Marketing Science*, 19, 4 (Fall), 347 - 351

Carman, J M. [1990] "Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions", *Journal of Retailing*, 66, 1, Spring, 33 - 55

Caruana, A., Pitt, L.F., and Morris, M.H. [1995] *Are There Excellent Service Firms, and Do They Perform Well? The Service Industries Journal*, 15, 3 (July), 243-256

Chase, R.B. [1978] *Where does the customer fit in a service operation?* *Harvard Business Review*, 56(6) 137-142

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Cronin J.J., Taylor S.A., (1994), "SERVPERF versus SERVQUAL: Reconciling Performance based and Perception based - Minus - Expectation Measurements of Service Quality", *Journal of Marketing*, 58, (January), 125-131.

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Jones, G.R. [1987] *Organization-Client Transactions and Organizational Governance Structures*, *Academy of Management Journal*, 30, 2 (Jun.), 197-218

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