

IB847-15 Service Marketing

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Scott Dacko

Credit value

15

Module duration

9 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The Western economies are essentially dominated by service-sector businesses, contributing about 70% of GDP, and their importance is growing in emerging economies. Furthermore, goods manufacturers increasingly seek to differentiate their offers through service as their products become commoditised. Emergent thinking in marketing is that the entire approach to the subject is flawed: that the 'goods-dominant' thinking of the manufacturing era - along with its accompanying economic theory - has biased the fundamental concepts and approaches that have guided both marketing theory and practice. It is now argued that all businesses are, ultimately, service businesses and that marketing must revise many of its basic premises. We should not think of service as an add-on to products, but as the core of what we do and how we create value for customers. If service is central to value creation, service marketing cannot be separated from operations, HR and other functions. All need to combine in focusing on the customer experience.

[Module web page](#)

Module aims

This module challenges students by contrasting this new world-view to the traditional marketing view, presenting its intellectual origins in academic work on what is termed "service-dominant logic", and discussing how it plays out in practice in many of the world's blue-chips, particularly

through the “customer experience management” movement. The module outlines practical tools for managing the customer experience, and gives students practice in applying them to a range of businesses. These leading-edge tools represent a synthesis of what is regarded as best-practice in leading companies, according to recent research published by Warwick faculty, and what is advocated by scholars in the field.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This is a dynamic and expanding field and the syllabus will reflect that dynamism. Typically (but not exclusively) it would cover the following:

Creating service value propositions: how service contributes to customer experience and value creation

Customer journeys: understanding them, optimising them

Multichannel customer journeys: channel chain analysis

Customer insight: gaining it, turning it into action

Creating a culture for customers

Great conversations: making customer relationship management work

Solutions and performance-based pricing

Employee engagement: the role of purpose and values

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate understanding of “performance based pricing” constructs and be able to use such constructs in practice.
- Demonstrate understanding of new theoretical perspectives and their practical applications. Demonstrate understanding of “performance based pricing” constructs and be able to use such constructs in practice.
- Critically evaluate the role, usefulness and applicability in a marketing and business context of the central and essential premises of service science
- Demonstrate developed analytical skills through the evaluation of cases
- Critically evaluate any business from a service perspective and recognise the importance of viewing the business from a service perspective.

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Conduct effective research and synthesise logical arguments.

Subject specific skills

Demonstrate an awareness of analytical frameworks and their application to strategic services marketing issues

Conduct effective research and synthesise logical arguments.

Transferable skills

Demonstrate developed written and verbal communication skills.

Demonstrate effective problem solving skills.

Demonstrate developed team work skills.

Study

Study time

Type	Required
Online learning (scheduled sessions)	9 sessions of 1 hour (12%)
Other activity	18 hours (24%)
Private study	49 hours (64%)
Total	76 hours

Private study description

Private Study to include preparation for lectures

Other activity description

9 x 2 hrs workshops

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Presentation	20%	15 hours	No
Reassessment component			
Individual assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus)	80%	59 hours	No
<ul style="list-style-type: none"> • Answerbook Pink (12 page) 			
Reassessment component is the same			

Feedback on assessment

Assignments are graded (%) using standard University Postgraduate Marking Criteria and written feedback is provided, plus an opportunity to discuss the assignment with the module leader/tutor on a one-to-one basis.

[Past exam papers for IB847](#)

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - [IB9AY-15 Marketing](#)

There is currently no information about the courses for which this module is core or optional.