



UNIVERSITI TEKNOLOGI MARA

CSM501: MARKETING IN CUSTOMER SERVICE

Course Name (English)	MARKETING IN CUSTOMER SERVICE APPROVED
Course Code	CSM501
MQF Credit	4
Course Description	The course is introduced students to the field of services marketing, in response to the global transformation of economies to services. The course also emphasized the key concepts of marketing that are applied towards services, such as the marketing mixes, segmentation, and positioning. Apart from that, the knowledge on service delivery, productive capacity and service environments is useful to manage the link between the customer and the service firm.
Transferable Skills	1. Reflective Learner 2. Responsive
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation
CLO	CLO1 Explain the foundations of marketing in the context of services industry. CLO2 Analyze the need for market segmentation and positioning. CLO3 Propose the role of marketing mix in the relation to the concept of service delivery, productive capacity and service environments.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Service Marketing 1.1) 1.1 What is Marketing? 1.2) 1.2 Marketing Management Philosophies 1.3) 1.3 Understanding Services 1.4) 1.4 Characteristics of Services 1.5) 1.5 Four Broad Categories of Services 1.6) 1.6 Service Pose Distinctive Marketing Challenges 1.7) 1.7 The Marketing Mix 1.8) 1.7.1 4Ps: The Traditional Marketing Mix 1.9) 1.7.2 Expanded Marketing Mix for Services 1.10) 1.8 A Framework for Developing Effective Service Marketing Strategies	
2. Consumer Behavior in a Services Context 2.1) 2.1 Pre-Purchase Stage 2.2) 2.2 Service Encounter Stage 2.3) 2.3 Post-Purchase Stage	
3. Positioning Services in Competitive Markets 3.1) 3.1 Achieve Competitive Advantage Through Focus 3.2) 3.2 Market Segmentation 3.3) 3.2.1 Requirements to Make Up a Market 3.4) 3.2.2 Bases for Segmenting Consumer Markets 3.5) 3.2.3 Market Segmentation Forms the Basis for Focused Customers 3.6) 3.3 Service Attributes and Levels 3.7) 3.4 Positioning Distinguishes a Brand from its Competitors 3.8) 3.5 Developing an Effective Positioning Strategy 3.9) 3.6 Using Positioning Maps to Analyze Competitive Positioning	

4. Developing Service Products 4.1) 4.1 Service Product 4.2) 4.2 The Flower of Service 4.3) 4.2.1 Facilitating Supplementary Services 4.4) 4.2.2 Enhancing Supplementary Services 4.5) 4.3 Branding Service Products and Experiences 4.6) 4.4 New Service Development
5. Distributing Service 5.1) 5.1 Distribution: Services Context 5.2) 5.2 Determining the Type of Contact 5.3) 5.3 Place and Time Decisions 5.4) 5.4 Delivering Services in Cyberspace 5.5) 5.5 Franchising 5.6) 5.6 Distributing Services Internationally
6. Setting Prices and Implementing Revenue Management 6.1) 6.1 Objective for Establishing Prices 6.2) 6.2 The Three Foundations of Pricing Strategy 6.3) 6.3 Revenue Management 6.4) 6.4 Ethical Concerns in Service Pricing 6.5) 6.5 Putting Service Pricing Into Practice
7. Promoting Services and Educating Customers 7.1) 7.1 The Role of Marketing Communication 7.2) 7.2 Challenges of Service Communication 7.3) 7.3 Marketing Communications Planning 7.4) 7.4 The Marketing Communications Mix 7.5) 7.5 The Role of Corporate Design
8. Designing and Managing Service Process 8.1) 8.1 Flowcharting Service Delivery 8.2) 8.2 Service Process Redesign 8.3) 8.3 The Customer as Co-Producer 8.4) 8.4 Self-Service Technologies
9. Balancing Demand Against Productive Capacity 9.1) 9.1 Fluctuations in Demand Threaten Service Productivity 9.2) 9.2 Managing Capacity 9.3) 9.3 Analyze Patterns of Demand 9.4) 9.4 Managing Demand 9.5) 9.5 Inventory Demand Through Waiting Lines and Queuing Systems 9.6) 9.6 Inventory Demand Through a Reservations System
10. Crafting the Service Environment 10.1) 10.1 Purpose of Service Environments 10.2) 10.2 Understanding Customer Responses to Service Environments 10.3) 10.2.1 Response Moderators 10.4) 10.3 Dimensions of the Service Environment 10.5) 10.4 Designing an Effective Servicescape

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Case Study Review. Students are required to answer questions based on the case study given.	20%	CLO2
	Group Project	Students are required to choose a service company and analyze based on this criteria, distribution of service, market situation analysis, promoting service, physical environment and SWOT Analysis.	30%	CLO3
	Presentation	Students are required to search any issues/problems/complaints received by the customers/community from any service company and to present the new ideas and innovation by using poster.	10%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> Jochen Wirtz, Patricia Chew, Christopher H. Lovelock 2017, <i>Essentials of Services Marketing Global Edition</i>, 3rd Ed., Pearson [ISBN: 9781292089959]

Article/Paper List
This Course does not have any article/paper resources

Other References
<ul style="list-style-type: none"> n/a Lovelock, C., & Patterson, P. 2015, <i>Services Marketing</i>, Pearson Australia n/a Zeithaml, V. A., Bitner, M. J., & Gremler, 2012, <i>Services Marketing</i>, McGraw Hill Higher Education n/a Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. 2017, <i>Services Marketing: Integrating Customer Focus Across the Firm</i>, McGraw Hill Education n/a Lovelock, C., & Wirtz, J. 2015, <i>Services Marketing: Global Edition</i>, Pearson Education. n/a Harsh Verma 2012, <i>Services Marketing: Text and Cases</i>, Pearson Education