

LTM8B2400: MARKETING II - SERVICES MARKETING

The course aims at providing theoretical foundations and practical application of marketing of services in tourism industries. Topics include the nature of services, marketing framework and the marketing mix for services, service encounter, human factor, service quality, and complaint management. This course focuses on the key elements (service mission, analyzing the business environment and setting up a marketing plan) that marketers must integrate to establish and sustain service excellence and provide outstanding customer experience. The course examines broad issues in managing service businesses. A core theme is a how customer value is created. Topics include service quality and satisfaction, developing service strategies, managing customer service, services-scape strategies, service recovery, service technologies.

Topics

The nature of services - challenging marketing in a world of change - market research for services - creating customer experience - marketing mix for services - customer relationship management - churn management - complaint management - customer care and communication - campaign management - pricing - new service development - managing moments of truth - touchpoint management

Literature

Auerbach, H.: Besonderheiten des Dienstleistungsmarketing, in: Altmann, J.; Auerbach, H.; Pepels, W.: Spezielles Marketing, Köln u.a. 2000

Meffert, H.; Bruhn, M.: Dienstleistungsmarketing, 8. Aufl., Wiesbaden 2015

Zeithaml, V.A.; Bittner, M.J.; Gremler, D.D.: Services Marketing, 6th Edition, Irwin/McGraw-Hill 2012

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when	what
Mar 18	The Nature of Services, Introduction to Services Marketing
25	Case Study
Apr 1	schedule will be shifted
8	Managing Customers` Expectation I
15	Managing Customers` Expectation II
22	public holiday
29	Managing the Customer Experience I
May 6	seminar week
13	Managing the Customer Experience II
20	Managing the Customer Experience III
27	schedule will be shifted
Jun 3	Managing the Customer Experience IV
10	public holiday
17	Customer Retention
24	Summary, Feedback, Evaluation