

## Global Learning Semesters

### Course Syllabus

Course: MBA-716 Marketing of Services

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-716	Marketing of Services	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

### Course Description

- Introduction to Services: what, why, how, who
- Service as a process; the role of the customer in services; managing customer encounters and service processes
- Relationship marketing; customer loyalty, the service guarantee
- Service product and Pricing
- Service promotion and positioning
- Service Delivery, and review for mid-term
- Service Quality
- The Role of Employees in Service Delivery and Organisations
- The Role of Technology in the Service Offering and Delivery
- Case Studies of the application of all the above

### Instructor

Dr. Alkis Thrassou

### Course Aims and Objectives

The course is designed to deepen the conceptual and practical understanding of the broad range of issues challenging the marketing manager of a service organisation; to sharpen the understanding of the differences, both of theory and application, of service marketing; to broaden the appreciation of initiatives and experiences in the service sector; to encourage critical evaluation of these experiences and initiatives in the light of conceptual issues in both home-country and global conditions; and to appreciate and utilise the considerable relative weight of “people” as a primary factor of success in the majority of service organisations.

### Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

### **Evaluation and Grading**

Mid-Term:	40%
Final Assignment	50%
Participation	10%

### **Readings and Resources**

#### **Required Textbook**

Principles of Services Marketing & Management, by Lovelock & Wright

#### **Recommended Reading**

Journals of Services Management and Marketing  
European Journal of Marketing  
The Economist