

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-Major Subjects

(8) Marketing Services – BMKT4043

1.	Name of Course				Marketing Services			
2.	Course Code				BMKT4043			
3.	Name(s) of academic staff							
4.	Rationale for the inclusion of the course/module in the programme				The service sector is often the largest portion of the economies of developed countries. Providing quality service is the key to achieving a sustainable competitive advantage, in “experience”-oriented services such as those in tourism, hospitality, and recreation, as well as in the case of fast-selling manufactured goods. Providing quality service is now seen as the best means of achieving a sustainable competitive advantage. Concepts such as quality management and relationship marketing are rapidly becoming the focus of industry attention			
5.	Semester and Year offered				1/2			
6.	Total Student Learning Time (SLT)		Face to Face			Total Guided and Independent Learning		
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Independent study=70 hours	
			4 2	1 4			Total =126	
7.	Credit Value				3			
8.	Prerequisite (if any)				Principles of Marketing			
9.	Objectives: The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed.							

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Identify and contrast differences in traditional service marketing theories and practices with a perspective on service as an integrated part of any value proposition from an organization Illustrate and interpret various theories and models of the service marketing process from customer, managerial, and academic perspectives• Distinguish and examine the roles of employees, customers, and technology in service design and co-creation for perception of overall service quality, customer satisfaction, loyalty and employee retention• Relate and assess ethical dilemmas concerning the co-creation and promotion of service for different market segments in local, national, and international perspectives• Apply service management work-skills regarding: planning, evaluating, team-working, meeting deadlines, information finding, report writing and using information technology and tools <ul style="list-style-type: none">•
11.	<p>Transferable Skills:</p> <ul style="list-style-type: none">• To enhance the student's ability in applying demand analysis and segmentation techniques in the service market.• To develop the student's ability for managing the firm's marketing efforts directed to the service market• Provide a framework for understanding business marketing strategy development and, thereby, provide the student with decision-making capabilities in the field.
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions• Case Studies• Student-Lecturer discussion• Collaborative and co-operative learning• Workshops and Training Seminars• Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none">• Ongoing quizzes• Midterm tests• Performance Assessment (Participation, project, Assigned exercises)• Case Presentations

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13.	Synopsis: This marketing course is intended for students who want to increase their knowledge and stimulate their critical thinking skills concerning service marketing and marketing ethics issues and dilemmas from an international perspective. Marketing is in this course treated from a service perspective and local, national, and global issues are integrated to fit with our globalized society.																																			
14.	Mode of Delivery: Face to Face <ul style="list-style-type: none">Lecture sessionsTutorial sessions																																			
15.	Assessment Methods and Types: The assessment for this course will be based on the following: <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>												Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%										
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16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (One being the least relevant/related and five being the most relevant/ related). <table><tr><td>A1</td><td>A2</td><td>A3</td><td>A4</td><td>A5</td><td>A6</td></tr><tr><td>4</td><td>3</td><td>4</td><td>3</td><td>4</td><td>3</td></tr></table>												A1	A2	A3	A4	A5	A6	4	3	4	3	4	3												
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4	3	4	3	4	3																															
17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related). <table><tr><td>LO1</td><td>LO2</td><td>LO3</td><td>LO4</td><td>LO5</td><td>LO6</td><td>LO7</td><td>LO8</td><td>LO9</td><td>LO10</td><td>LO11</td><td>LO12</td></tr><tr><td>3</td><td>4</td><td>4</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>4</td></tr></table>												LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	3	4	4	2	2	2	2	2	2	2	2	4
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3	4	4	2	2	2	2	2	2	2	2	4																									
18.	Content outline of the course/module and the SLT per topic <table><tr><td rowspan="2">WEEK</td><td rowspan="2">Details</td><td colspan="4">SLT</td></tr><tr><td>L</td><td>T</td><td>ndep.</td><td>Total</td></tr></table>												WEEK	Details	SLT				L	T	ndep.	Total														
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	WEEK 1	Introduction to Business Marketing Perspective <ul style="list-style-type: none"> • Business Marketing • Business Marketing Management • Cross-functional relationships • Characteristics of Business Markets • Contrast of Business and Consumer Marketing • Business Market Customers • Classifying Goods for the Business Market • Business Marketing Strategy 	3	1	5	9
	WEEK 2	The Business Market: Perspectives on the Organizational Buyer <ul style="list-style-type: none"> • Introduction to Commercial enterprises, government units, institutions • Characteristics of Commercial Enterprises • Characteristics of Government buying • Characteristics of the Institutional Market • Dealing with diversity: A market-centered organization Organizational Buying Behavior <ul style="list-style-type: none"> • Model of the organizational buying process • Forces Shaping Organizational Buying Behavior • Major Elements of the Organizational Buying Process 	3	1	5	9
	WEEK 3	Customer Relationship Management Strategies for Business Markets <ul style="list-style-type: none"> • Relationship Marketing • Buyer-Seller Connectors • Managing Buyer-Seller Relationships • Customer Relationship Management • Gaining a customer relationship advantage 	3	1	5	9
	WEEK 4	E-Commerce Strategies for Business Markets <ul style="list-style-type: none"> • Defining E-Commerce • Key Elements Supporting E-Commerce • The Strategic Role of E-Commerce • Crafting an E-Commerce Strategy • Internet Strategy Implementation 	3	1	5	9

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	WEEK 5	Segmenting the Business Market <ul style="list-style-type: none"> • Business Market Segmentation Requirements and benefits • Bases for Segmenting Organizational Markets • Model for Segmenting the Organizational Market • Implementing a Segmentation Strategy 	3	1	5	9
	WEEK 6	Business Marketing Planning: Strategic Perspectives <ul style="list-style-type: none"> • Market-driven organizations • The Components of a Business Model • Marketing's Strategic Role • Creating Strategy in High-Technology Industries • Marketing's Cross-Functional Relationships • The Business Marketing Planning Process 	3	1	5	9
	WEEK 7	Business Marketing Strategies For Global Markets <ul style="list-style-type: none"> • Drivers of Globalization • International Market-Entry Options • General Framework for Global Strategy 	3	1	5	9
	WEEK 8	Managing Products for Business Markets <ul style="list-style-type: none"> • Managing Products for Business Markets • Product quality • Product Policy • Planning Industrial Product Strategy • Managing Products in High-technology Markets 	3	1	5	9
	WEEK 9	Managing Innovation and New Industrial Product Development <ul style="list-style-type: none"> • The Management of Innovation • Managing Technology • The New Product Development Process • Determinants of new product performance and timeliness 	3	1	5	9

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	WEEK 10	Managing Services for Business Markets <ul style="list-style-type: none"> • Business Services: Role and Importance • Service quality • Marketing Mix for Business Services • Developing New Services 	3	1	5	9
	WEEK 11	Managing Business Marketing Channels <ul style="list-style-type: none"> • The Business Marketing Channel • Participants in the Business Marketing Channel • Channel Design • Channel Administration • International Business Marketing Channels 	3	1	5	9
	WEEK 12	Managing the Industrial Pricing Function <ul style="list-style-type: none"> • The Meaning of Price in Business Markets • The Industrial Pricing Process • Pricing Across the Product Life Cycle • Responding to Price Attacks by Competitors • Competitive Bidding 	3	1	5	9
	WEEK 13	Business Marketing Communications & Managing the Personal Selling Function <ul style="list-style-type: none"> • The Role of Advertising • Managing Business-to-Business Advertising • The Power of Internet Marketing Communications • Measuring Advertising Effectiveness • Managing Trade Show Strategy • Foundations of Personal Selling: An Organizational Customer Focus • Managing the Sales Force • Models for Industrial Sales Force Management 	3	1	5	9

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	WEEK 14	Organizational Demand Analysis <ul style="list-style-type: none"> Using the Internet for business marketing research Determining Market and Sales Potentials The Essential Dimensions of Sales Forecasting Forecasting Method 	3	1	5	9
		Total	4 2	1 4	7 0	12 6
19.	Main references supporting the course: Lovelock, Christopher, Jochen Wirtz and Hean Tat Keh, <i>Services Marketing in Asia: Managing People, Technology and Strategy</i> . (Latest Edition): Prentice Hall.					
	Additional references supporting the course: 1. Zeithaml, Valarie A. and Mary Jo Bitner, <i>Services Marketing: Integrating Customer Focus Across the Firm</i> (Latest Edition): McGraw-Hill. 2. Grönroos, Christian, <i>Service Management and Marketing: A Customer Relationship Management Approach</i> (Latest Edition): John Wiley & Sons, Ltd.					
20.	Other additional information All related subject materials will be available to the students during the period of the course					