



UK

SYLLABUS 2026-2027

Service Marketing

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_006
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 6 Semester 02
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	U1 – Introduction to Marketing
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	100 hours which comprise of 28 directed learning and 72 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	The module introduces concepts of service marketing and examines how services differ from tangible products. Students explore how service firms create value through customer interactions, service design, and relationship management. The module covers service characteristics, customer experience, service quality measurements, compliance management, and
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	customer retention strategies. Emphasis is placed on applying theoretical frameworks to real-world services industries such as hospitality, retail, banking, transportation, and digital platforms. The objective of this module is to equip students with analytical tools to understand and manage services businesses effectively at an operational level.
Teaching Arrangement	The module combines lectures, interactive discussions, case analyses, and short group exercises. Students are expected to actively participate and apply service marketing frameworks to practical examples.
Learning Outcomes	By the end of this module, students should be able to: 1. Explain the distinctive characteristics of services and their managerial implications 2. Describe the extended marketing mix for services (7Ps) 3. Apply service marketing frameworks to practice service situations 4. Analyse customer journeys and service encounters across touchpoints 5. Compare different services quality measurements tools (e.g. SERVQUAL, NPS) 6. Evaluate service failure situations and recommend appropriate recovery actions
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG05 - Students will be sustainability-focused business developers
Alignment with Programme Learning Goals	PGE_U_CG05_LO04 - To enhance customer experience by managing brand value and delivering integrated service offerings PGE_U_CG05_LO06 - To develop a business-oriented mindset by deepening customer insight to build lasting relationships of trust

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<u>Session 1: Foundations of Service Marketing</u> Content: • Definition and characteristics of services (IHIP) • Differences between goods and services • The extended marketing mix (7Ps) Assignments: • In-class exercise: adapting the 7Ps to a service company
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Last reviewed: 08/09/2026

- Short case discussion (hospitality or banking example)

Session 2: Understanding Service Customers

Content:

- Customer expectations and perceptions
- Customer journey mapping
- Basic segmentation in service contexts

References:

- Pine, B. J. and Gilmore, J. H. (2011) *The experience economy*. Boston, MA: Harvard Business Review Press.
- Lemon, K. N. and Verhoef, P. C. (2016) 'Understanding customer experience throughout the customer journey', *American Marketing Association*, 80(60), pp. 69-96. doi:10.1509/jm.15.0420.

Assignments:

- Mapping a real customer journey
- Short group exercise: identifying critical steps

Session 3: Service Quality and Performance Measurement

Content:

- SERVQUAL model
- Customer satisfaction and loyalty
- Net Promoter Score (NPS)

References:

- Parasuraman, A. P., Berry, L. L., and Zeithaml, V. A. (1991) 'Refinement and reassessment of SERVQUAL scale', *Journal of Retailing*, 67(4), pp. 420-450.

Assignments:

- Designing a short customer satisfaction survey
- Critical discussion of online reviews

Session 4: Service Failure, Recovery and Ethics

Content:

- Types of service failures
- Complaint handling strategies
- Service recovery paradox
- Ethical responsibility in customer data management
- Responsible communication and transparency

Assignments:

- Case analysis: service failure scenario
- Group recommendation for recovery strategy

Session 5: Digital Services and Sustainable Service Operations

Content:

- Digital transformation in services
- Role of AI in service delivery
- Service automation vs. human interaction
- Inclusion and accessibility in service design

Assignments:

- Debate: automation vs. human service
- Short analysis of a digital platform (e.g. Uber, Airbnb, Amazon services)

KEY TEXTS

1. Hoffman, K. and Bateson, J. (2023) *Services marketing: Concepts, strategies, & cases*. 6th edn. Boston, MA: Cengage.

SUPPLEMENTARY TEXTS

1. Lemon, K. N. and Verhoef, P. C. (2016) 'Understanding customer experience throughout the customer journey', *American Marketing Association*, 80(60), pp. 69-96. doi:10.1509/jm.15.0420.
2. Parasuraman, A. P., Berry, L. L., and Zeithaml, V. A. (1991) 'Refinement and reassessment of SERVQUAL scale', *Journal of Retailing*, 67(4), pp. 420-450.
3. Pine, B. J. and Gilmore, J. H. (2011) *The experience economy*. Boston, MA: Harvard Business Review Press.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Group case study presentation	30%
	Participation	10%
Final Exam (60%)	Closed-book written exam	

MODULE DESIGN TEAM

- Author: *Julian Hofmann*
- Reviewer: *Zuzana Miyahra Kratka*
- External Reviewer: *Desislava Ohanians*