



UK

SYLLABUS 2025-2026

Marketing of Services

MODULE SPECIFICATION

Module Code	2526_MKT_1_EN_022
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 03
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	Basic Marketing
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	5
Equivalent FHEQ credits	10
Study Hours	100 hours which comprise of 30 directed learning and 70 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module examines the distinct challenges of marketing intangible services in competitive environments. Students apply key service marketing theories, including the gap model, to diagnose performance issues and create strategic marketing plans tailored to sector-specific contexts.
Teaching Arrangement	Class Discussion: Students are encouraged to learn and develop their

	<p>potential in teams. Students in groups of four to five should undertake as group project.</p> <p>Lectures: Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to module contents. In addition, practitioners will be invited to share with the students their experience and techniques.</p> <p>Readings: This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule.</p>
Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyse the unique challenges of marketing services in both global and local contexts and their implications for business strategy. 2. Evaluate and apply service marketing theories and managerial approaches to develop effective marketing strategies. 3. Use the gap model framework to diagnose service performance issues and propose data-driven improvements. 4. Develop a strategic service marketing plan incorporating personas, business models, and industry-specific challenges.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Develop and implement the marketing and sales strategy
	PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy
	PGE_U_CG05_LO04 - Develop decision-making support tools

SESSION TOPICS / MODULE SCHEDULE

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

<p><u>Session 1: Presentation of the Syllabus and Evaluation Methods</u></p> <p>Content:</p> <ul style="list-style-type: none"> • Understanding services, consumers and markets: product – service differences (HIPI) • Customer needs and expectations • Presentation of the gap model <p>Assignments:</p> <ul style="list-style-type: none"> • Quick evaluation of the students' marketing knowledge • Small exercises in-session on the different elements presented (intangibility, classification of
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Last reviewed: 11/07/2025

services)

References:

- Wilson, A., Zeithaml, V., Bitner, M.J. and Gremler, D. (2020) *Services marketing: Integrating customer focus across the firm*. 4th edn. New York, NY: McGraw Hill.

Session 2: Presentation of the Group Project

Content:

- Explanation of the business model canvas
- Presentation of the project template and deliverables

Assignments:

- Work by group on the project

Session 3: Dealing with the Gap (1): Listening to and Understanding Consumers

Content:

- Presentation of the case study (ski resort)

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 4: Dealing with the Gap (1): The 7 P's of Service Marketing vs. the 4 P's

Content:

- The service flower
- Creating a service offer

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 5: Dealing with the Gap (1): Relationship Marketing, Involvement, Commitment;

Dealing with the Gap (2): Service Standards, Processes, Representing Service Processes, Customer Journeys, Scripts, Blueprints

Content:

- Types of service marketing
- Advertising

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 6: Dealing with the Gap (2): the Gap Between Standards;

Dealing with the Gap (3): the Gap Between Standards and Reality

Content:

- Servicescape, service environment, physical evidence
- The role of the staff, the role of the customers (feedback on the servuction), the distribution channels

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 7: Dealing with the Gap (3): the Gap Between Standards and Reality - Adjusting Supply and Demand;

Dealing with the Gap (4): the Communication Gap – Communication, Pricing.

Content:

- Flash on the 2 optional P's: Permission Marketing and Purple Cow

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 8: Dealing with the Gap (5): Between Expected Service and Perceived Service – Understanding and Managing Complaints

Content:

- Understanding the customer experience

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 9: Measuring Performance, Service Perception

Content:

- Integrating service marketing into strategy: leadership and integration

Assignments:

- Quick exercises (5-10 minutes) to better understand the concepts seen during the session
- Exercise on the case study (ski resort)
- Group work on project

Session 10: Group Project

Content:

- Work on group project

Assignments:

- Work on group project

Session 11: Group Project

Content:

- Work on group project

Assignments:

- Work on group project

Session 12: Oral Presentation

Content:

- Oral presentation of projects

KEY TEXTS

1. Wilson, A., Zeithaml, V., Bitner, M.J. and Gremler, D. (2020) *Services marketing: Integrating customer focus across the firm*. 4th edn. New York, NY: McGraw Hill.
2. Wirtz, J. (2017) *Winning in service markets: Success through people, technology and strategy*. World Scientific Publishing Co.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written exam	10%
	Group work	30%
Final Exam (60%)	Closed book written exam	

MODULE DESIGN TEAM

- Author: *John Rouxel*
- Reviewer: *Arthur Egwuonwu*
- External Reviewer: *John Mariampillai*