

<b>Faculty</b>	Economic and Management Sciences		
<b>Home Department</b>	Management and Entrepreneurship		
<b>Module Topic</b>	Services Marketing		
<b>Generic Module Name</b>	Services Marketing 303		
<b>Alpha-numeric Code</b>	<b>MAN303</b>		
<b>NQF Level</b>	7		
<b>NQF Credit Value</b>	15		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered</b>	Second Semester		
<b>Programmes in which module will be offered</b>	BCom (1008), BCom Extended (1751), BAdmin (1011) BCom Law (7211), BA (SRES) (8061)		
<b>Year Level</b>	3 (4 Extended Curriculum)		
<b>Main Outcomes</b>	<p>On completion of this module, a student should be able to:</p> <ul style="list-style-type: none"> <li>• Critically analyse the nature of services, and distinguish between products and services.</li> <li>• Evaluate the major elements needed to improve the marketing of services.</li> <li>• Evaluate the roles of relationship marketing and customer service in adding value to customers' perceptions of services.</li> <li>• Appraise the nature and development of a services marketing strategy.</li> <li>• Apply services marketing principles as a conceptual framework to help identify and solve marketing problems.</li> <li>• Discuss and critique the implications of the nature of services on customers' consumer behavior.</li> <li>• Compare and contrast the consumer decision-making models for products and services.</li> </ul>		
<b>Main Content</b>	<ul style="list-style-type: none"> <li>• Consumer behavior in services</li> <li>• Customer expectations and perceptions</li> <li>• Service delivery</li> <li>• Introduction to services marketing and the differences between goods and services.</li> <li>• The Service Economy</li> <li>• Services consumer behaviour</li> <li>• The pricing of services</li> <li>• Developing the service communication strategy</li> <li>• Managing service employees and consumers.</li> <li>• Defining and Measuring customer satisfaction and service quality.</li> <li>• Complaint and service recovery Management.</li> <li>• The services sectors in South Africa</li> <li>• Digital and social media marketing for services</li> </ul>		
<b>Pre-requisite modules</b>	MAN231 and MAN233		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combinations</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
Contact with lecturer/ tutor:	32	<i>Lectures p.w.</i>	2
Assignments & tasks:	39	<i>Practicals p.w.</i>	0
Practicals:	0	<i>Tutorials p.w.</i>	1
Assessment:	3		

Self-study:	76			
Other: Please specify	0			
<b>Total Learning Time</b>	<b>150</b>			
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 60% Final Assessment (FA): 40%			
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)			