
**Master en Marketing
(M2 MKG)**

Titre du Cours :	Marketing des services : application au tourisme et à l'hôtellerie (en anglais)
Heures :	20
ECTS Credits:	2
Enseignant :	Mme Aida MATRI BEN JEMAA

INTRODUCTION

The increased rate of transformation to a service-based economy for almost all European countries shows the growth of this sector in the gross domestic product (GDP) in all European Union nations' members. This emphasises the importance of studying this module as a core discipline to reply to new economics requests.

➤ DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

This course will provide to master's students an introduction into services marketing module as it is built on a set of core services marketing concepts. Applied on tourism and hotel business, students will be able to analyse and evaluate various marketing situations faced by related service organizations.

The objective of this course is to introduce services characteristics and to illustrate the impact of these particularities on marketing strategies conception. The course pays a special attention to the seven basic components of marketing services, namely: product, price, distribution, communication, physical environment, process and people. It also emphasis the implementation of service strategies based on services recovery and quality as well as customers relationship management and their loyalty.

➤ STRUCTURE OF THE LECTURE**Part I: Understanding Service Products, Consumers and Markets**

- Introduction to Services Marketing
- Consumer Behavior in a Services Context
- Positioning Services in Competitive Markets

Part II: Applying the 4 Ps of Marketing to Services

- Developing Service Products: Core and Supplementary Elements
- Distributing Services through Physical and Electronic Channels
- Setting Prices and Implementing Revenue Management
- Promoting Services and Educating Customers

Part III: Designing and Managing the Customer Interface

- Designing and Managing Service Processes
- Crafting the Service Environment
- Managing People for Service Advantage

PART IV: Implementing Profitable Service Strategies

Managing Relationships and Building Loyalty
Complaint Handling and Service Recovery
Improving Service Quality and Productivity
Striving for Service Leadership

➤ SUMMARY OF THE COURSE

Date	Part	Topic	Book chapters	Activities
08.01	Part I: Understanding Service Products, Consumers, and Markets	- Introduction to Services Marketing - Consumer Behavior in a Services Context - Positioning Services in Competitive Markets	1,2,3, 4 Hoffman and Bateson (2011) 1,2,3 Wirtz and al (2012) 1,4 Lovelock and Wirtz 2010	Study case : The Accra Beach Hotel: Block Booking of Capacity during a Peak Period
08.01	Part II: Applying the 4 Ps of Marketing to Services	- Developing Service Products: Core and Supplementary Elements - Distributing Services through Physical and Electronic Channels - Setting Prices and Implementing Revenue Management - Promoting Services and Educating Customers	4,5,6,7 Wirtz and al (2012) 6,7 Hoffman and Bateson (2011) 6,7 Lovelock and Wirtz 2010	

09.01	Part III: Designing and Managing the Customer Interface	- Designing and Managing Service Processes - Crafting the Service Environment - Managing People for Service Advantage	8,9,10,11 Wirtz and al (2012) 5,8,9,10 Hoffman and Bateson (2011)	Case Study: Part I: Is This Any Way to Run an Airline? Part II: World Airline's Response
09.01	PART IV: Implementing Profitable Service Strategies	-Managing Relationships and Building Loyalty -Complaint Handling and Service Recovery - Improving Service Quality and Productivity -Striving for Service Leadership	14,13,12 Hoffman and Bateson (2011) 12,13,14,15 lovelock and Wirtz (2010)	
10.01	Revision			
10.01	Exam			

➤ **EVALUATION AND GRADING**

As shown in the below table, the evaluation will be based on **an exam** (50%) at the sessions end, **a team's experiential work** (40%) and on **the attendance** as well as **the participation** (10%).

Exam	50%
Final Project Report	40%
Attendance and Participation	10%

➤ **BIBLIOGRAPHY**

- Lovelock, C. Wirtz, J. (2010): "Services Marketing: People, Technology, Strategy", Pearson International Edition, Pearson Education.
- Hoffmann, D., Bateson, J. (2011): "Services Marketing: Concepts, Strategies, & Cases», International Student Edition, latest edition, Thomson Higher Education.
- Wirtz, J, Chew, P, lovelock, C. (2012): "Essentials of services marketing", Pearson Education South Asia Pte Ltd, 2nd Edition.

➤ **PROJECT OUTLINE**

1- Project Description

- The project is a learning tool; it is a practical application of the course
- Teams of three to five students maximum should be made
- Attending and understanding the material will help the student to work easily on the project

2- Project Rationale

The purpose of the project is to learn how to conduct a real life service “Marketing Plan”. It will be a team work. Each group will work on a service company/organization belonging to tourism/hotel business that has a real marketing problem. The objective is to solve the identified marketing problem through a proposed marketing plan.

3- Project details

Each group should submit a written document for about 20 pages, excluding appendices and references. Submission date (to be agreed).

Your final grade is based on the quality of the final integrated document. The marketing plan should at least contain following themes:

- Executive summary
- Selected service.
- Chosen organisation or company name
- Marketing problem
- Industry and environmental analysis
- Market segmentation and target market selection
- Marketing Mix Strategies (7P's) on emphasizing on problems solution
- Conclusion
- References (Websites, articles, tables, graphs ...etc)