

Module 26: International Services Marketing

Stage	3						
Semester	1						
Module Title:	International Services Marketing						
Module Number/Reference	BAIHH-ISM						
Module Status	Elective						
Module NFQ level	8						
Pre-requisite Module Titles	Principles of Services Marketing Marketing Management and Research						
Co-requisite Module Titles	N/A						
Is this a capstone module?	No						
List of Module Teaching Personnel							
Contact Hours				Non-contact Hours			Total Effort (Hours)
45				55			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent work	
35		10		20		35	100
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage contribution	40%			60%	100%		

Intended Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Recognise and explain the nature of services marketing and management and how it can differ from goods marketing
2. Identify and discuss the environment within which international services marketing operates
3. Express a thorough and comparative knowledge of service quality in the delivery of international hospitality services
4. Outline and give examples of the challenges of the internet to international marketing and the implications of managing cyber customers and services
5. Identify the key characteristics of delivering services cross-culturally
6. Evaluate evidence, arguments and assumptions underlying the challenges and risks (including socio-cultural and political factors) presented by going global
7. Demonstrate skills in the identification, analysis and solution of problems in international services marketing
8. Participate in class discussions concerning the international services marketing environment
9. Demonstrate an understanding of practical issues in the management of International services marketing operations.

Module Objectives

This module is designed to strengthen and develop the learner's ability to understand, analyse and manage internationally traded services in the context of the hospitality sector. It emphasises the key elements of marketing planning and management from both tactical and strategic perspectives. Specific issues addressed include the difference between services and goods, service delivery frameworks, international market selection, market entry, alliances and joint ventures, promotion, the roles of service employees and consumers, service quality and the impact of information technology on international services marketing.

Module Curriculum

- The nature and scope of international services marketing
- The international marketing environment
- Service frameworks
- Internal marketing and the role of people in service delivery
- The global market selection process.
- Market entry modes
- The international marketing mix: service design and pricing decisions
- The international marketing mix: distribution and promotion decisions
- Relationships/networks and strategic alliances
- Gaining international competitive advantage: implementation and control of strategy
- International e-marketing.

Reading Lists and other learning materials

Cateora, P. & Graham, J., (2008). *International Marketing* 14th ed., McGraw-Hill/Irwin.
Kandampully, J. (2007), *Services Management* 2nd ed, Pearson Prentice Hall.
Kasper, H., Helsdingen, P.V. & Gabbott, M., (2006). *Services Marketing Management: A Strategic Perspective* 2nd ed., Wiley.
Kotler, P., Bowen, J.T. & Makens, J.C., (2009). *Marketing for Hospitality & Tourism* 5th ed., Prentice Hall.
Zeithaml, V., Bitner, M.J. & Gremler, D., (2009). *Services Marketing* 5th ed., McGraw-Hill/Irwin.
Lovelock & Writz (2012) *Services Marketing* 7ed, Global Edition, Pearson Education Inc. New Jersey
Keegan & Green (2013) *Global Marketing* 7ed, Pearson Education Inc. New Jersey
Hollensen, Svend (2011) *Global Marketing*- 5th Edition Prentice Hall, Essex
Wirtz., Chew & Lovelock (2012) *Essentials of Services Marketing*, 2/e, Prentice

Module Learning Environment

Accommodation

A base classroom is used for teaching purposes for the delivery of the International Hospitality Management Programme. Participants also have access to online teaching resources and Moodle, and an e-learning studio.

Library

All learners have access to an extensive range of "actual" and "remote access" library resources. The library monitors and updates its resources on an on-going basis, in line with

the College's Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

Module Teaching and Learning Strategy

This module is delivered through a combination of lectures and participative small group tutorials. Further material is also delivered through core texts, case studies and relevant industry publications/research. Emphasis is placed on the integration of material from a wide range of sources and learners are required to undertake significant preparation and reading prior to lectures and tutorials. Group work and presentation skills are also an integral part of this module as learners work together to prepare material to present in class.

Guest speakers are also invited to present an industry perspective, while videos and field trips are also used to provide wider practical coverage of the subject area. Emphasis is placed on directed learning and coursework is typically set for completion on an individual and group basis.

Module Assessment Strategy

This module is assessed by means of an individual written report focusing on a current international services marketing topic that is applicable to the module content. Learners are also expected to take an end of semester closed book examination.