



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING**  
**LEARNING MODULE OUTLINE**

Academic Year	2024-2025	Semester	2
Module Code	MRKT3150-321		
Learning Module	Services Marketing		
Pre-requisite(s)	None		
Medium of Instruction	English		
Credits	3	Contact Hours	3
Instructor	Dr. Jane Lung	Email	wylung@mpu.edu.mo
Office	M-553	Office Phone	8599-3302

**MODULE DESCRIPTION**

This course provides an examination of current literatures and cases related to the distinctive needs and problems of service organizations. Topics include the nature and characteristics of services; the way they need to be marketed due to their intangible nature; the role of services in manufacturing organizations, and quality-related issues.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	discuss the core concepts of services;
M2.	identify important trends in services;
M3.	analyse how services are designed, delivered and performed;
M4.	determine how service promises are maintained;
M5.	evaluate the strategies used to facilitate interaction and communication between management and customers.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs (Bachelor of Business Administration in Marketing)	M1	M2	M3	M4	M5
P1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓	✓
P2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.			✓	✓	✓
P3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.			✓		✓
P4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				✓	
P5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.		✓	✓		
P6. Effective communication skills - Students are able to communicate and present ideas effectively.	✓				✓
P7. Critical thinking - Students are able to apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem solving.		✓	✓		✓
P8. Intercultural competence - Students are competent to associate in a diversified social and global community.		✓			✓



## MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Introduction to services	3.0
2	The Gaps Model of service quality	3.0
3	The Gaps Model of service quality	3.0
4	Customer expectations of service	3.0
5	Customer perceptions of service	3.0
6	Listening to customers through research	3.0
7	Physical evidence and the servicescape	3.0
8	Physical evidence and the servicescape	3.0
9	Building customer relationships	3.0
10	Review and Midterm Assessment/Exam	3.0
11	Service Recovery	3.0
12	Service innovation and design	3.0
13	Customers' roles in service delivery	1.5
13	Integrated services marketing communications	1.5
14	Project Presentations	3.0
15	Final Assessment	3.0

## TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lectures	✓	✓	✓	✓	✓
T2. In-class Discussions	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Group Work and Presentations	✓	✓	✓	✓	✓
T5. Mid-Term Assessment	✓	✓	✓	✓	✓
T6. Final Assessment	✓	✓	✓	✓	✓



## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments	25	1-5
A2. Group Project	15	1-5
A3. Midterm Assessment	20	1-5
A4. Final Assessment	40	1-5

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

## MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	
C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail



## REQUIRED READINGS

Zeithaml, V., Bitner, M.J. and Gremler, D. (2023). *Services Marketing* (8th international ed.). McGraw Hill.

## REFERENCES

Bateson, J. E. G. & Hoffman, K. D. (2017). *Services marketing: concepts, strategies and cases* (5th ed.). Cengage.

Fisk, R. P., Grove, S. J. & John, J. (2014). *Services marketing: an interactive approach* (4th ed.). Cengage.

Lung, J. (2014). A blended needs analysis: Critical genre analysis and needs analysis of language and communication for professional purposes. In Vijay K. Bhatia & Stephen Bremner (eds.), *The Routledge handbook of language and professional communication*, 257-273. London: Routledge.

Wirtz, J., Chew, P. & Lovelock, C. (2018). *Essentials of Services Marketing* (3rd ed.). Pearson.

Websites:

[http://highered.mheducation.com/sites/0078112109/information\\_center\\_view0/index.html](http://highered.mheducation.com/sites/0078112109/information_center_view0/index.html)

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).