

Title of the Module/Unit	Module Number 19: Marketing of Services / Module Reference MKG05
Module/Unit Description In this section kindly provide a brief description of the module	This module will focus on the main aspects of marketing of Services, specifically focusing on the additional complexities involved in marketing services and particularly the person(s) providing the service(s). During this module participants will focus on the diverse characteristics of services, and their marketing implications, including the inseparability of the service from the person providing that service, as well as focus on some marketing strategies that organisations providing services may apply. Furthermore, aspects relating to service quality, service differentiation and post-sale services will also be covered during this module. Course participants will also get the opportunity to learn how different types of service related industries apply provide their services adapted appropriately to increase customer experience.
Learning Outcomes	Competences: .
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will be able to: a) Classify and describe the different classifications of services, how these are offered to customers and compile indications of the values clients place upon such services; b) Advise on the major unique characteristics of services that clearly distinguish them from products; c) Develop marketing strategies for the marketing of services; d) Define and explain the importance of service quality in the marketing of services, and the competitive advantage that this represents; e) Measure service performance, and explain the importance of after sales support services as an integral part of the whole customer service package offer.
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.	Knowledge:
(Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	At the end of the module the learner will have been exposed to: a) Design the main stages in the processes leading up to the effective marketing of services to clients; b) Describe the unique characteristics of services, as well as their inseparability from the service provider; c) Improve the overall services provided by an organisation by investing in human capital providing those services;

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>d) Manage simultaneously both the employees providing the respective services as well as the customer experiences that are being implemented and provided to clients.</p>
	<p>Skills:</p>
	<p>At the end of the module the learner will have acquired the following skills:</p> <p>a) Be able to apply the importance of understanding customer requirements as a part of the whole customer service;</p> <p>b) Describe how the customer experience process affects the whole service being provided to customers;</p> <p>c) Measure customer expectations and preferences prior to providing the respective services;</p> <p>d) Assimilate the true value of employees' input into the success of the service provision process.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Demonstrate the importance of empathy with the customer-centric requirements and how the customer experience provided determines the organisation's success and repeat clients;</p> <p>b) Design and implement initiatives that help the organisation to provide better services to customers;</p> <p>c) Develop the appropriate environment for services to be provided effectively to customers.</p>
	<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Plan customer service delivery processes through digital customer management systems;</p> <p>b) Prepare customer delivery processes through digital process flow charting software.</p>