

Certificate in Services Marketing

Are you ready to serve the fast-growing service industry?

Do you know how to apply technology to increase efficiency and effectiveness in the service marketing process?

Introduction

A lot of developed economies have evolved into a service economy with services like health care, education, and consulting making up a larger part of the overall economy. Marketing such services is an important skill--and a tough one--for businesses to have. Without a tangible product to show and tell customers about, service marketers must be adept at pulling together all the pieces of the marketing mix to create value for their intended consumers. In service marketing, because there is no tangible product, relationships are the key. Service marketers must listen to and understand the needs of customers and prospective customers to build loyalty and trust. Ultimately, effective relationships in service marketing will lead to repeat sales and positive word of mouth. Service marketing involves many touchpoints for the consumer. Interactions with multiple people and experiences that are less tangible than when buying an actual product all impact the consumer's perspective of the purchase process. These touchpoints work together to establish a perception in the consumer's mind.

Program Objectives

This program aims to:

- Provide in-depth coverage of the field of service marketing and their importance.
- Enable students to enhance their consultation skills in service-related industries.
- Expose participants the principles for implementing quality service and service strategies for competitive advantage across industries

Learning Outcomes

After completing this program, participants should be able to:

- Enhance understanding of services marketing
- Conduct consultation on how to increase service quality
- Increase customer satisfaction, retention through service quality

Who should attend?

First-line management, middle management, and anyone who needs to deal and manage with people in the organisation.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Marketing in the Service Economy In this module, the participants would start to understand the role and contribution to the service industry. It is a significant difference between product marketing and service marketing. Hence, this module enables the participants to fully convince that the significant and important of the service industry that contributes to the economy.
10.30am-11.00am	Morning Break
11.00am-1.00pm	Fundamental of Consumer Behaviour To understand the service industry, the participants need to understand consumer behaviour. For instance, the participants would understand the attitudes, behaviour, perception, learning, motivation, decision making of the consumer.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Customer Satisfaction In this module, the participants would learn factors influence customer satisfaction level. The candidates would learn the expectancy-disconfirmation factor, affective response and perceived values. From the understanding of customer satisfaction, the participants would create a strategy to increase customer satisfaction
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Service Quality In this module, the participants shared the knowledge of five dimensions of service. These factors include reliability, assurance, tangibles, empathy and responsiveness.
Time	Day Two
9.00am– 10.30am	Positioning Services, Supplementary and Core Services The participants would start to learn the concept of positioning and target market. The same time, the participant would look into product strategies such as point of difference and point of parity in providing the best service to the customers

10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Customer Focus and Listening to Customer Requirements</p> <p>Most organisations fail to listen to their customers. They always think in silos and think their products and services are the best. In the marketplace, listening to customers need and want are the essential key for continuous improvement to serve the customers.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Delivering and Performing Service and Managing Service Promises</p> <p>In this module, the participant would learn the service marketing triangle. The participants would learn how to create a strategy to manage company (management), customers and employees. Between the company and employees, the internal marketing to enable the promise is taken into consideration. Between company and customers, external marketing is conducted to make the promise. Between customer and employees, interactive marketing is conducted to deliver the promise.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Services Marketing: Application of Technology</p> <p>In this module, the participants start to apply technology and application in internal marketing, external marketing and interactive marketing. With the application of technology, the marketing strategy and marketing efficiency can be achieved.</p>