

As product companies find it harder and harder to differentiate their physical products, they turn to service differentiation. Many in fact find significant profitability in delivering superior service whether that means on-time delivery, better and faster answering of inquiries or quicker resolution of complaints. Service providers know these advantages well.

The Course at a Glance:

Services are intangible, inseparable, variable and perishable. Each characteristic poses challenges and requires certain strategies. Marketers must find ways to give tangibility to intangibles; to increase the productivity of service providers; to increase and standardise the quality of the service provided; and to match the supply of services with market demand.

In the past service industries lagged behind manufacturing companies in adopting and using marketing concepts and tools, but this situation has now changed. Services marketing must be done holistically: it calls not only for external marketing but also for internal marketing to motivate employees and interactive marketing to emphasise the importance of both 'high-tech' and 'high-touch.'

Top service companies excel at the following practices: a strategic concept, a history of top-management commitment to quality, high standards, self-service technologies, systems for monitoring service performance and customer complaints and an emphasis on employee satisfaction.

What will I achieve from this course? By the end of this course you will be able to:

- Describe the four characteristics of a service.
- Understand how services differ from physical goods.
- Explain how marketers create and measure service quality.
- Describe the marketing strategies for services.
- Explain the marketing of people, places and ideas.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities

BSBMKG502B Establish and adjust marketing mix

BSBMKG602A Develop a Marketing Plan

How long will this course take?

- This course is delivered over two 4-hour sessions.
Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.

