

MKT221

SERVICE AND SOCIAL MARKETING



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Series 1: Foundations of Service and Social Marketing

1.1 Nature and Scope of Service Marketing

- 1.1.1 Meaning of Service Marketing
- 1.1.2 Importance of Services in the Economy
- 1.1.3 Distinctive Characteristics of Services

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1.4 Problems and Prospects of Service Marketing

- 1.4.1 Challenges in Service Marketing
- 1.4.2 Prospects for Service Marketing in Nigeria and Other Climes
- 1.4.3 Strategies for Overcoming Service Marketing Challenges

Introduction

Services are all around us, from the education we receive to the healthcare we depend on and the hospitality we enjoy when travelling. Unlike physical goods, services are intangible, often produced and consumed at the same time, and heavily influenced by customer participation. Understanding how services are marketed, and how social marketing can be applied to influence positive behaviours in society, is therefore essential for anyone studying modern marketing. This Series provides the foundation for appreciating the unique nature of services and the role of social marketing in shaping both commercial and non-profit outcomes.

The aim of this Series is to introduce you to the fundamental concepts of service marketing and social marketing, and to equip you with the ability to analyse their scope, features, and challenges in contemporary contexts.

We shall commence this Series by examining the nature and scope of service marketing, including its meaning, importance, and distinctive characteristics. Then, we will explore the meaning and scope of social marketing, focusing on its objectives and applications, as well as the



differences between service and social marketing. Following that, we will study the features of marketable services, such as tangibility, perishability, and customer participation. Finally, we will wrap up by analysing the problems and prospects of service marketing, with particular attention to challenges and opportunities in Nigeria and other climes.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **2.1** define service marketing and explain its scope and importance in the economy,
- **2.2** describe the concept of social marketing and evaluate its objectives and applications,
- **2.3** analyse the distinctive features of marketable services including tangibility, perishability, and customer participation, and
- **2.4** evaluate the problems and prospects of service marketing in Nigeria and other climes.

1.1 Nature And Scope Of Service Marketing

1.1.1 meaning of service marketing

Service marketing is the application of marketing principles to services, which are intangible activities or benefits offered to satisfy customer needs. Unlike goods, services cannot be touched, stored, or owned, but they provide value through experiences, expertise, or performance. For example, when you attend a lecture, you are not buying a physical product but rather the lecturer's knowledge and delivery.



FIGURE 1.1 Distinction between goods and services

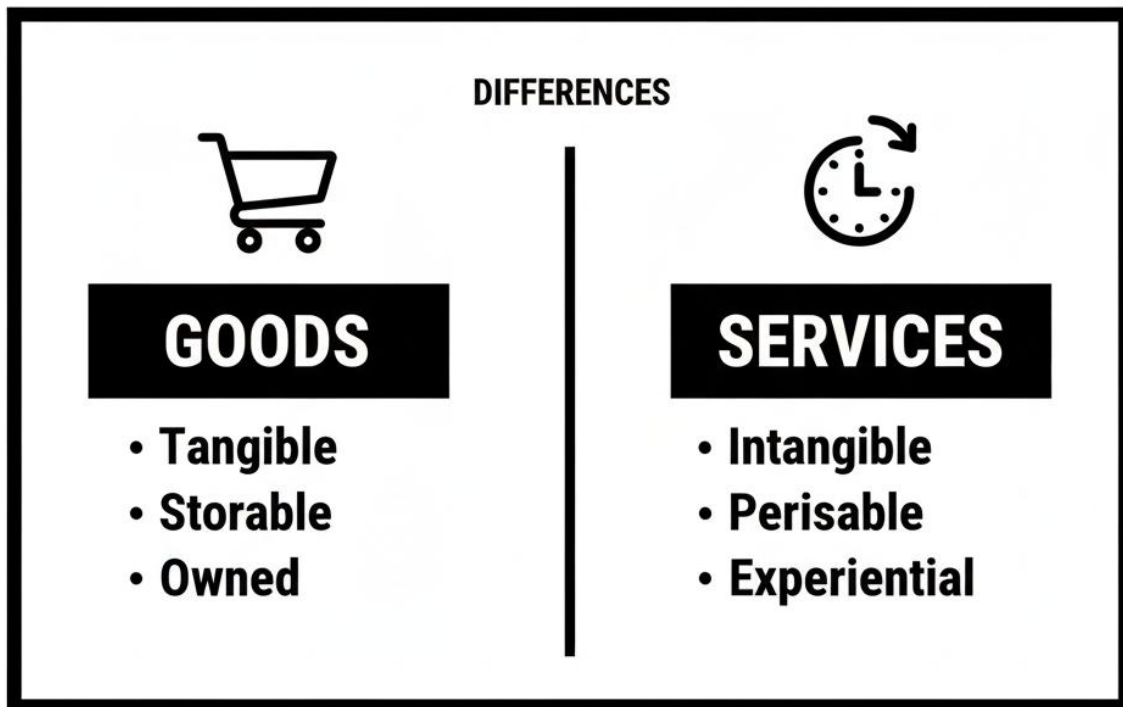


Figure 1.1 Distinction between goods and services

Fill in the blank: Service marketing focuses on _____ rather than physical goods.

1.1.2 importance of services in the economy

Services are central to modern economies, contributing significantly to employment, Gross Domestic Product (GDP), and overall development. In Nigeria and other climes, sectors such as education, healthcare, banking, and hospitality are service-driven. The rise of technology has further expanded service industries, such as online banking and e-learning.



TABLE 1.1 Contribution of services to selected economies		
Country	Service Sector Contribution to GDP (%)	
Nigeria	55%	80%
USA	K	77%

Table 1.1 Contribution of services to selected economies

Fill in the blank: The service sector contributes significantly to employment and _____ in modern economies.

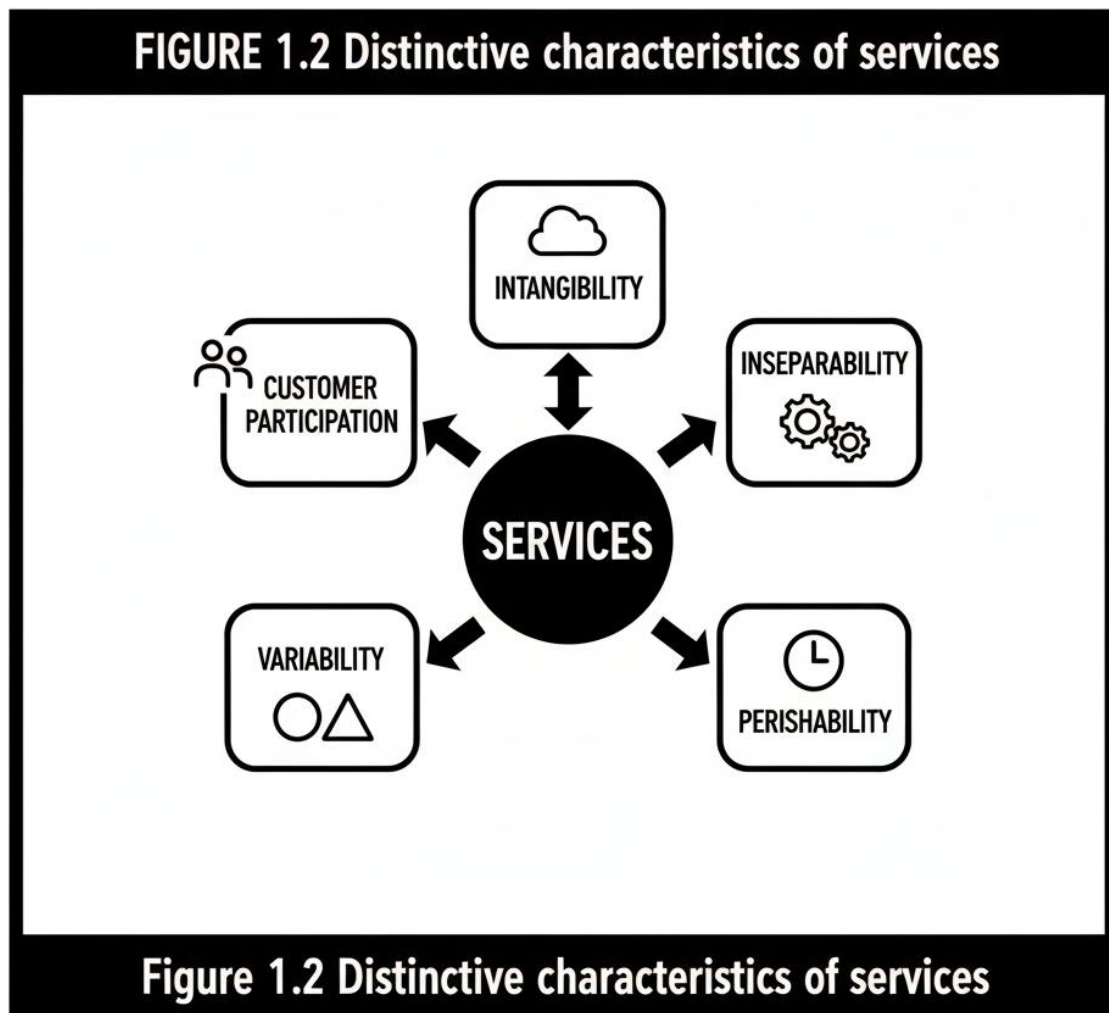
1.1.3 distinctive characteristics of services

Services possess unique characteristics that distinguish them from goods:

- **Intangibility:** Services cannot be seen, touched, or stored.
- **Inseparability:** Services are produced and consumed simultaneously.
- **Perishability:** Services cannot be stored for future use.



- **Variability:** Service quality may vary depending on who provides it and under what conditions.
- **Customer participation:** Customers often play an active role in service delivery, such as providing information or engaging in the process.



Fill in the blank: One of the distinctive characteristics of services is that they cannot be stored for future use. This is called _____.

Pilot questions 1.1

1. Service marketing refers to the application of marketing principles to: a) Goods only b) Services only c) Both goods and services d) None of the above



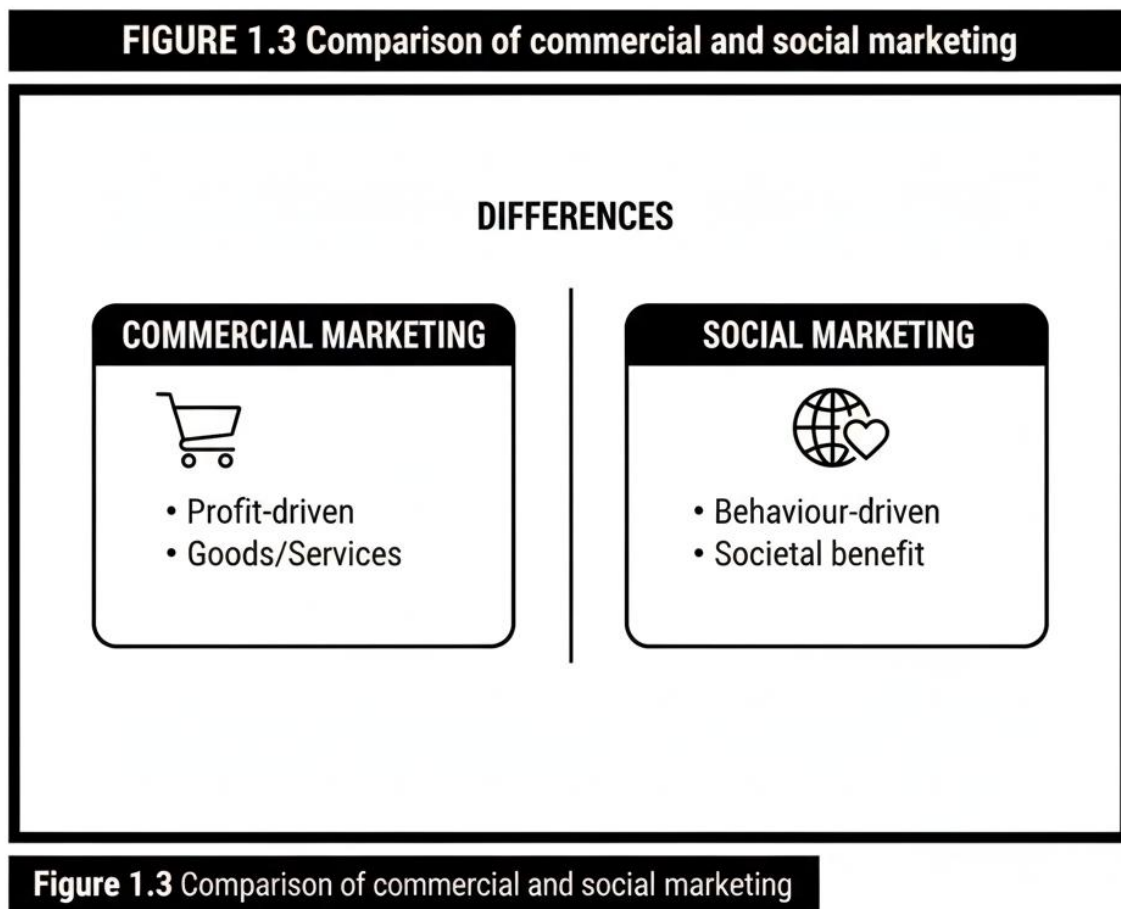
2. Which of the following is NOT a characteristic of services? a) Intangibility b) Perishability c) Inseparability d) Storability
3. The service sector contributes significantly to: a) GDP and employment b) Manufacturing output c) Agricultural productivity d) Mining activities
4. Services are produced and consumed at the same time. This is known as: a) Perishability b) Inseparability c) Variability d) Intangibility
5. Customer participation in service delivery means: a) Customers are passive recipients b) Customers play an active role in the process c) Customers own the service d) Customers store the service for later use

1.2 Meaning And Scope Of Social Marketing

1.2.1 definition of social marketing

Social marketing is the use of marketing principles and techniques to influence behaviours that benefit individuals and society. Unlike commercial marketing, which focuses on selling goods and services, social marketing aims to promote ideas, practices, or behaviours such as healthy living, environmental conservation, or road safety. For example, a campaign encouraging people to wash their hands regularly is a form of social marketing.





Fill in the blank: Social marketing focuses on influencing _____ that benefit individuals and society.

1.2.2 objectives and applications of social marketing

The objectives of social marketing include raising awareness, changing attitudes, and encouraging positive behaviours. Its applications are wide-ranging, from public health campaigns to environmental initiatives and educational programmes. For instance, campaigns against smoking, promoting recycling, or encouraging school attendance all fall under social marketing.



BOX 1.1 Selected applications of social marketing

Selected applications:

- **Health campaigns**
- **Environmental initiatives**
- **Education programmes**

Box 1.1 Selected applications of social marketing

Fill in the blank: One of the objectives of social marketing is to encourage _____ behaviours that benefit society.

1.2.3 differences between service marketing and social marketing

Although both service marketing and social marketing use similar tools, they differ in purpose and outcomes. Service marketing focuses on promoting intangible services to customers, while social marketing seeks to influence behaviours for societal good. Service marketing is often profit-oriented, whereas social marketing is typically non-profit and supported by governments, NGOs, or community organisations.



TABLE 1.2 Key differences between marketing and social marketing

Category	Service Marketing	Social Marketing
Purpose	• Maximize profit	• Promote social good
Orientation	• Customer satisfaction	• Societal-weling, behavior change
Outcomes	• Financial gain, market share	• Social impact, public health improvement

Table 1.2 Key differences beven service marketing and social marketing

Fill in the blank: Service marketing is usually profit-oriented, while social marketing is typically _____ oriented.

Pilot questions 1.2

1. Social marketing is primarily concerned with: a) Selling goods b) Influencing behaviours c) Increasing profits d) Promoting ownership
2. Which of the following is NOT an application of social marketing? a) Anti-smoking campaigns b) Recycling initiatives c) Encouraging school attendance d) Selling luxury cars



3. The main objective of social marketing is to: a) Increase sales revenue b) Raise awareness and change behaviours c) Promote tangible products d) Reduce service variability
4. Service marketing differs from social marketing because: a) Service marketing is behaviour-driven b) Social marketing is profit-oriented c) Service marketing promotes intangible services d) Social marketing focuses on ownership
5. Social marketing campaigns are often supported by: a) Private profit-driven firms b) Governments, NGOs, and community organisations c) Individual entrepreneurs d) Manufacturing companies

1.3 Features Of Marketable Services

1.3.1 tangibility and intangibility in services

Tangibility refers to the physical aspects of a product that can be seen, touched, or stored. In contrast, **intangibility** is a defining feature of services, meaning they cannot be physically possessed. For example, a haircut is intangible because you cannot take it home, yet it provides value through the experience and outcome. This distinction makes marketing services more challenging, as customers often rely on cues such as reputation, environment, or staff behaviour to judge service quality.



FIGURE 1.4 Tangibility and intangibility in goods and services

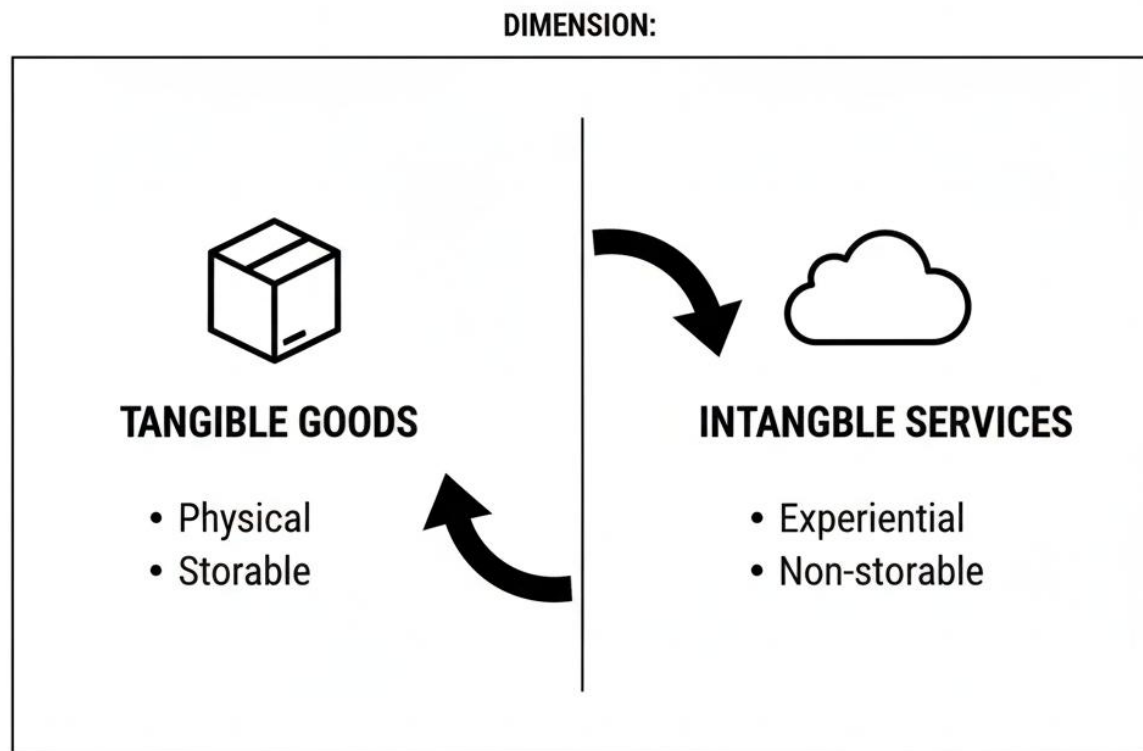


FIGURE 1.4 Tangibility and intangibility in goods and services

Fill in the blank: Services are intangible because they cannot be _____ or physically possessed.

1.3.2 perishability and variability of services

Perishability means services cannot be stored for later use. For instance, an empty hotel room tonight cannot be sold tomorrow. **Variability** refers to the differences in service quality depending on who delivers it, when, and under what conditions. For example, two patients may receive different levels of care from the same hospital depending on the staff available. These features highlight the importance of consistency and quality control in service marketing.



PLATE 1.1 Illustration of service perishability in hospitality

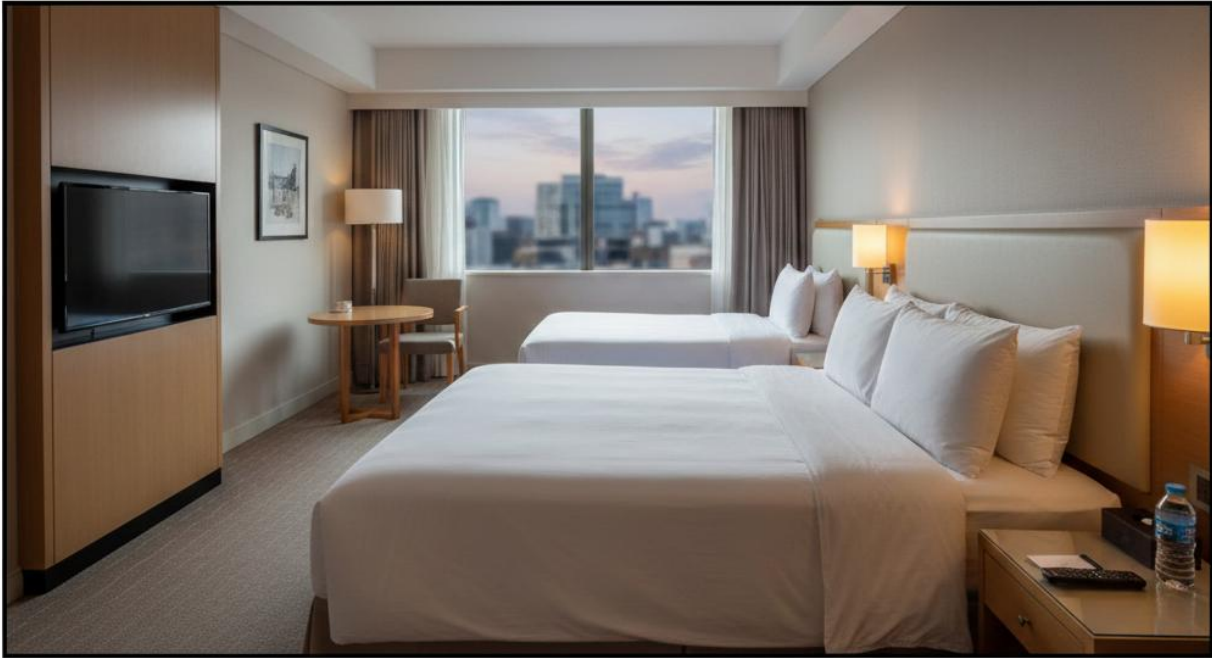


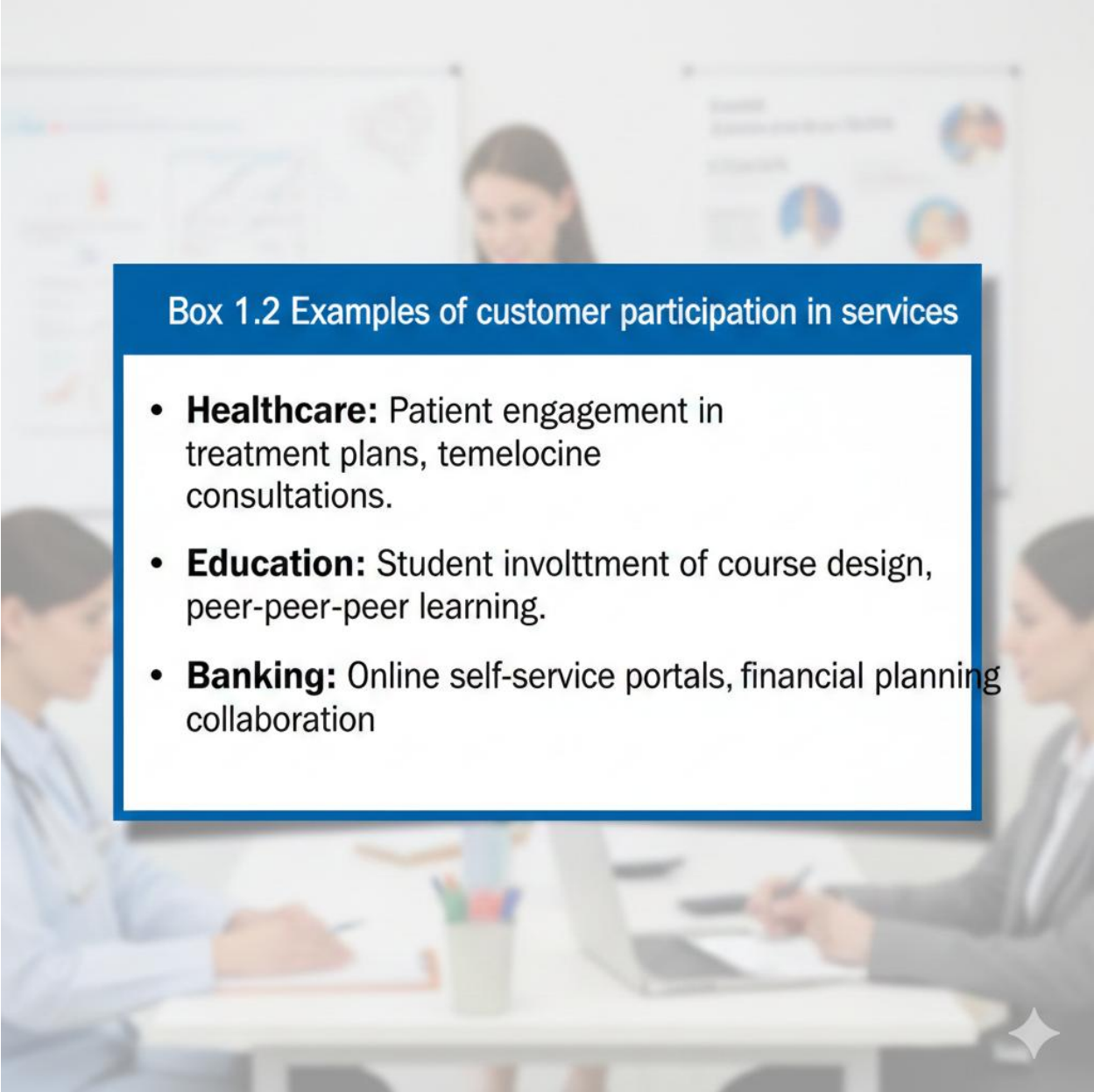
PLATE 1.1 Illustration of service perishability in hospitality

Fill in the blank: Services cannot be stored for later use, which makes them _____.

1.3.3 customer participation and co-production

Customer participation refers to the active involvement of customers in the delivery of services. **Co-production** occurs when customers contribute directly to the service outcome, such as providing information to a doctor or following instructions during a training session. This feature makes customers part of the service process, influencing both satisfaction and quality. For example, in education, students' participation determines the effectiveness of the teaching service.





Box 1.2 Examples of customer participation in services

- **Healthcare:** Patient engagement in treatment plans, telemedicine consultations.
- **Education:** Student involvement of course design, peer-peer-peer learning.
- **Banking:** Online self-service portals, financial planning collaboration

Fill in the blank: When customers contribute directly to the service outcome, it is called _____.

Pilot questions 1.3

1. Services are intangible because: a) They can be stored b) They cannot be physically possessed c) They are always visible d) They are manufactured in factories
2. Which of the following best describes perishability in services? a) Services can be stored for future use b) Services cannot be stored for later use c) Services are always consistent d) Services are tangible



3. Variability in services means: a) Service quality is always the same b) Service quality may differ depending on conditions c) Services cannot be consumed d) Services are always tangible
4. Customer participation in services refers to: a) Customers being passive recipients b) Customers actively engaging in service delivery c) Customers owning the service d) Customers storing the service
5. Co-production occurs when: a) Customers contribute directly to the service outcome b) Services are produced without customer involvement c) Services are stored for later use d) Services are manufactured as goods

1.4 Problems And Prospects Of Service Marketing

1.4.1 challenges in service marketing

Service marketing faces several challenges due to the unique characteristics of services.

Intangibility makes it difficult for customers to evaluate services before purchase. **Variability** means service quality can differ across providers or even within the same organisation.

Perishability creates pressure to manage demand and supply effectively, since unsold service opportunities cannot be stored. Additionally, **inseparability** requires close interaction between customers and providers, which can lead to inconsistent experiences.



Figure 1.5
Challenges in service marketing



Fill in the blank: One of the challenges of service marketing is that services cannot be stored, which is called _____.

1.4.2 prospects for service marketing in Nigeria and other climes

Despite these challenges, service marketing holds significant prospects. In Nigeria, sectors such as education, healthcare, banking, and hospitality are expanding, creating opportunities for innovative service delivery. Globally, digital transformation has opened new avenues such as online learning, telemedicine, and e-commerce services. These prospects highlight the growing importance of service marketing in both developed and developing economies.



Fill in the blank: Digital transformation has created new opportunities for service marketing such as _____ and telemedicine.

1.4.3 strategies for overcoming service marketing challenges

To address these challenges, organisations can adopt several strategies. **Quality assurance programmes** help reduce variability by setting standards and monitoring performance. **Customer relationship management (CRM)** strengthens interactions and builds loyalty. **Service recovery strategies** ensure that when failures occur, customers are compensated or reassured. **Technology adoption** such as mobile apps and online platforms can reduce inseparability issues by offering flexible service delivery.

Box 1.3 Strategies for overcoming marketing challenges

- **Quality Assurance:** Standardizing processes, employees, and gathering feedback.
- **CRM (Customer Relationship Management):** Building customer data, personalize services, and fostering loyalty.
- **Service Recovery:** Provide self-service portals.
- **Technology:** Promptly addressing offering apologies, and implementing digital tools, automation, and online platforms.



Fill in the blank: One effective way to reduce variability in services is through _____ programmes.

Pilot questions 1.4

1. Which of the following is a challenge in service marketing? a) Tangibility b) Perishability c) Ownership d) Storability
2. Service marketing prospects in Nigeria include: a) Decline in education b) Growth in healthcare and hospitality c) Reduction in banking services d) Elimination of technology
3. Digital transformation has created opportunities such as: a) Telemedicine and online learning b) Manufacturing and agriculture c) Mining and construction d) Traditional farming
4. Service recovery strategies are designed to: a) Prevent customers from participating b) Compensate customers after service failures c) Eliminate service variability d) Reduce tangibility
5. Customer relationship management (CRM) helps organisations to: a) Store services for future use b) Strengthen interactions and build loyalty c) Reduce customer participation d) Eliminate perishability

Series Summary

This Series has introduced you to the foundations of service and social marketing, highlighting their importance in today's economy and society. We began by examining the nature and scope of service marketing, focusing on its meaning, relevance, and distinctive characteristics. We then explored the meaning and scope of social marketing, considering its objectives, applications, and differences from service marketing. Following that, we studied the features of marketable services, including tangibility, perishability, variability, and customer participation. Finally, we analysed the problems and prospects of service marketing, with emphasis on challenges and opportunities in Nigeria and other climes.

By engaging with these topics, you should now be able to define service marketing and explain its scope (SLO 2.1), describe and evaluate social marketing (SLO 2.2), analyse the distinctive features of marketable services (SLO 2.3), and evaluate the problems and prospects of service marketing (SLO 2.4). These outcomes provide a strong foundation for understanding the unique dynamics of services and the role of marketing in shaping both commercial and social outcomes.

Glossary of Terms

- **Co-production:** The active involvement of customers in creating or shaping the outcome of a service.
- **Customer participation:** The role customers play in contributing to the delivery and quality of a service.



- **Inseparability:** A characteristic of services where production and consumption occur simultaneously.
- **Intangibility:** The feature of services that makes them incapable of being touched, stored, or physically possessed.
- **Perishability:** The inability of services to be stored for future use.
- **Service marketing:** The application of marketing principles to intangible activities or benefits offered to satisfy customer needs.
- **Social marketing:** The use of marketing principles to influence behaviours that benefit individuals and society.
- **Variability:** The tendency of service quality to differ depending on who provides it and under what conditions.

Concept Check Questions [Series 1]

Objective questions

1. Service marketing focuses on: a) Tangible goods b) Intangible activities c) Manufacturing processes d) Agricultural products (Linked to SLO 2.1)
2. Which of the following is an application of social marketing? a) Selling mobile phones b) Anti-smoking campaigns c) Manufacturing cars d) Exporting goods (Linked to SLO 2.2)
3. Services cannot be stored for later use. This is called: a) Intangibility b) Perishability c) Variability d) Inseparability (Linked to SLO 2.3)

Short-answer questions

4. Define service marketing and explain why it is important in modern economies. (Linked to SLO 2.1)
5. State two differences between service marketing and social marketing. (Linked to SLO 2.2)
6. Identify one challenge of service marketing and suggest a strategy to overcome it. (Linked to SLO 2.4)

Long-answer questions

7. Analyse the distinctive features of marketable services and discuss how they affect marketing strategies. (Linked to SLO 2.3)
8. Evaluate the prospects of service marketing in Nigeria and other climes, highlighting opportunities created by digital transformation. (Linked to SLO 2.4)

Answers to Concept Check Questions [Series 1]

Objective questions



1. b) Intangible activities
2. b) Anti-smoking campaigns
3. b) Perishability

Short-answer questions

4. Service marketing is the application of marketing principles to intangible activities or benefits offered to satisfy customer needs. It is important because services contribute significantly to employment, GDP, and overall development in modern economies.
5. Service marketing promotes intangible services and is often profit-oriented, while social marketing promotes behaviours for societal good and is usually non-profit.
6. One challenge is variability in service quality. A strategy to overcome this is implementing quality assurance programmes.

Long-answer questions

7. **Basic response:** Marketable services are intangible, inseparable, perishable, variable, and involve customer participation. These features make marketing strategies focus on building trust, ensuring consistency, and managing demand effectively. **Value-added response:** Beyond the basics, marketers can design strategies such as service guarantees, customer relationship management, and technology adoption to reduce variability and inseparability, while enhancing customer satisfaction and loyalty.
8. **Basic response:** Service marketing in Nigeria and other climes has prospects in education, healthcare, banking, and hospitality. Digital transformation has created opportunities such as online learning and telemedicine. **Value-added response:** Outstanding learners may note that globalisation and innovation in digital platforms further expand prospects, enabling cross-border service delivery, personalised customer experiences, and improved efficiency in service industries.

Answers to Pilot Questions [Series 1]

Part 1.1

1. b) Services only
2. d) Storability
3. a) GDP and employment
4. b) Inseparability
5. b) Customers play an active role in the process

Part 1.2

1. b) Influencing behaviours



2. d) Selling luxury cars
3. b) Raise awareness and change behaviours
4. c) Service marketing promotes intangible services
5. b) Governments, NGOs, and community organisations

Part 1.3

1. b) They cannot be physically possessed
2. b) Services cannot be stored for later use
3. b) Service quality may differ depending on conditions
4. b) Customers actively engaging in service delivery
5. a) Customers contribute directly to the service outcome

Part 1.4

1. b) Perishability
2. b) Growth in healthcare and hospitality
3. a) Telemedicine and online learning
4. b) Compensate customers after service failures
5. b) Strengthen interactions and build loyalty



Series 2: Marketable Services: Features, Dynamics, and Challenges

2.1 Defining Marketable Services

- 2.1.1 Meaning of marketable services
- 2.1.2 Categories of marketable services
- 2.1.3 Role of services in the economy

2.2 Features and Characteristics of Marketable Services

- 2.2.1 Intangibility and inseparability
- 2.2.2 Perishability and variability
- 2.2.3 Customer participation and co-production

2.3 Dynamics of Service Delivery

- 2.3.1 Service triangle and its components
- 2.3.2 Service failure and recovery
- 2.3.3 Speed and responsiveness in service delivery

2.4 Challenges and Prospects of Marketable Services

- 2.4.1 Common challenges in service industries
- 2.4.2 Prospects for service growth in Nigeria and other climes
- 2.4.3 Strategies for overcoming challenges

Introduction

In the last Series, we explored the foundations of service and social marketing, focusing on their meaning, scope, and distinctive features. Building on that knowledge, this Series will take you deeper into the concept of marketable services, examining their features, dynamics, and the challenges they face. Marketable services are central to modern economies, and understanding how they operate provides valuable insight into both customer expectations and organisational strategies.

The aim of this Series is to equip you with the ability to define marketable services, analyse their features, evaluate the dynamics of service delivery, and assess the challenges and prospects associated with them.

We shall commence this Series by defining marketable services, considering their meaning, categories, and role in the economy. Then, we will move on to examine the features and characteristics of marketable services, such as intangibility, perishability, and customer



participation. Following that, we will analyse the dynamics of service delivery, including the service triangle, service failure and recovery, and the importance of speed and responsiveness. Finally, we will wrap up by evaluating the challenges and prospects of marketable services, with emphasis on strategies for overcoming these challenges and opportunities for growth in Nigeria and other climes.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **2.1** define marketable services and explain their categories and role in the economy,
- **2.2** analyse the distinctive features and characteristics of marketable services,
- **2.3** explain the dynamics of service delivery including the service triangle, service failure and recovery, and speed in service delivery, and
- **2.4** evaluate the challenges and prospects of marketable services and propose strategies for overcoming them.

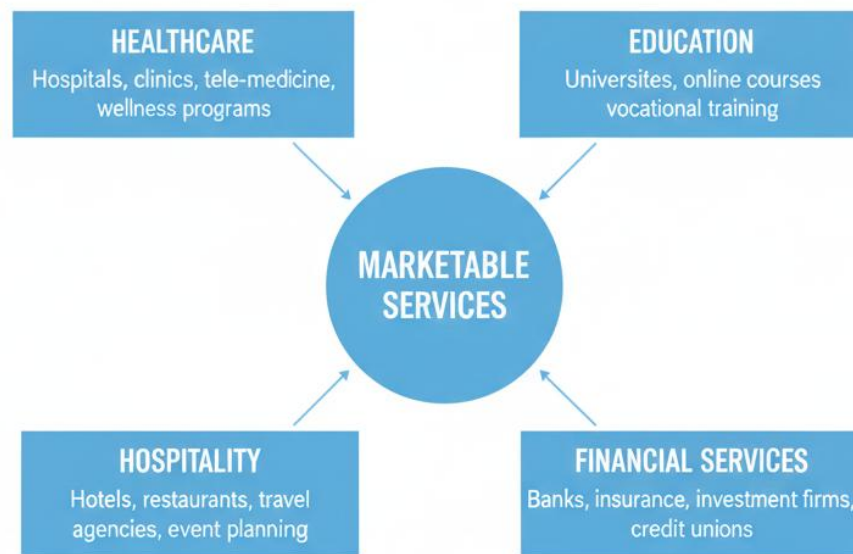
2.1 Defining Marketable Services

2.1.1 meaning of marketable services

Marketable services are services that can be offered to customers in exchange for payment or other value, and which meet identifiable needs or wants. Unlike purely social services, marketable services are structured to generate demand and can be promoted using marketing strategies. Examples include healthcare, education, hospitality, and financial services. These services are intangible but provide measurable benefits to customers.



Figure 2.1
Examples of marketable services



Fill in the blank: Marketable services are intangible activities offered to customers in exchange for _____.

2.1.2 categories of marketable services

Marketable services can be grouped into categories based on the sector or type of need they address. Common categories include:

- **Consumer services**: Services provided directly to individuals, such as healthcare, education, and entertainment.



- **Business services:** Services offered to organisations, such as consultancy, logistics, and financial management.
- **Public services:** Services provided by government or public institutions, such as policing, public health, and utilities.

Table 2.1 Categories of marketable services

Category	Description	Examples
Consumer Services	Services offered to individual consumers for personal use.	Healthcare (doctors, dentists), Education (tutors, online courses), Hotels, restaurants, Retail (hair salons, spas)
Business Services Services provided to businesses to support their operations.	Consulting (management, IT), Marketing accounting, investment)	Marketing (advertising, digital) Financial (investment) Logistics (shipping, warehousing)
Public/Non-Profit government or non-profit organizations for public benefit.	Government (public safety, utilities), Healthcare (public hospitals, support groups)	Government (public safety, public schools, libraries), Social Services, charities, support groups

Fill in the blank: Services such as consultancy and logistics are examples of _____ services.

2.1.3 role of services in the economy



Services play a critical role in economic development by contributing to employment, innovation, and Gross Domestic Product (GDP). In Nigeria and other climes, service industries such as banking, telecommunications, and hospitality are expanding rapidly. Services also support other sectors by providing essential infrastructure, such as transport and communication. The growing importance of services highlights the need for effective marketing strategies to ensure customer satisfaction and organisational success.

Plate 2.1 Role of services in modern economies



Fill in the blank: The service sector contributes significantly to employment and _____ in modern economies.

Pilot questions 2.1



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1. Marketable services are: a) Tangible goods b) Intangible activities offered for value c) Agricultural products d) Manufactured items
2. Which of the following is a consumer service? a) Consultancy b) Logistics c) Healthcare d) Financial management
3. Business services include: a) Entertainment b) Consultancy and logistics c) Policing d) Public health
4. Public services are usually provided by: a) Private firms b) Government institutions c) Individual entrepreneurs d) Manufacturing companies
5. The service sector contributes significantly to: a) GDP and employment b) Mining and agriculture c) Manufacturing output d) Export of goods

2.2 Features And Characteristics Of Marketable Services

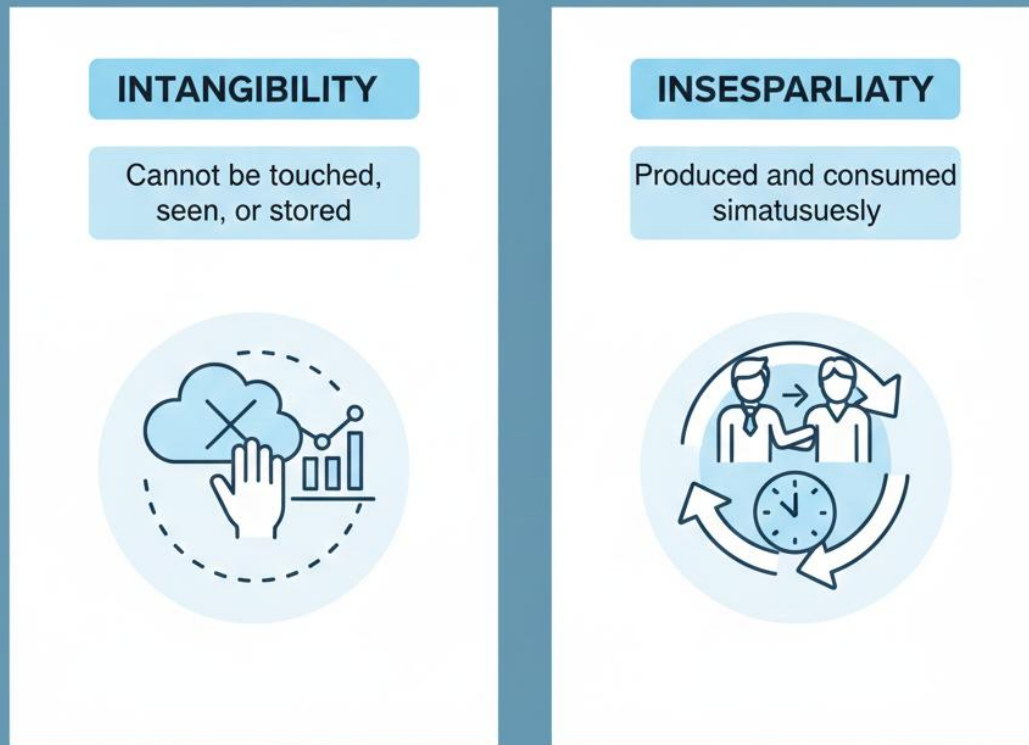
2.2.1 intangibility and inseparability

Intangibility means that services cannot be touched, stored, or physically possessed. Customers often rely on cues such as reputation, environment, or staff behaviour to judge service quality. For example, when you attend a lecture, you cannot take the teaching home, but you benefit from the knowledge shared.

Inseparability refers to the fact that services are produced and consumed simultaneously. Unlike goods, which can be manufactured in one place and consumed later, services require direct interaction between the provider and the customer. For instance, a medical consultation happens at the same time it is delivered.



Figure 2.2 Intangibility and inseparability in services



CHARACTERISTICS OF SERVICES

Fill in the blank: Services are produced and consumed at the same time, which is called _____.

2.2.2 perishability and variability

Perishability means services cannot be stored for future use. For example, an unsold airline seat today cannot be sold tomorrow. This creates challenges in balancing demand and supply.

Variability refers to the differences in service quality depending on who provides it, when, and under what conditions. For instance, two customers may receive different levels of service at the same restaurant depending on the staff on duty.



Plate 2.2 Illustration of service **perishability** in transport



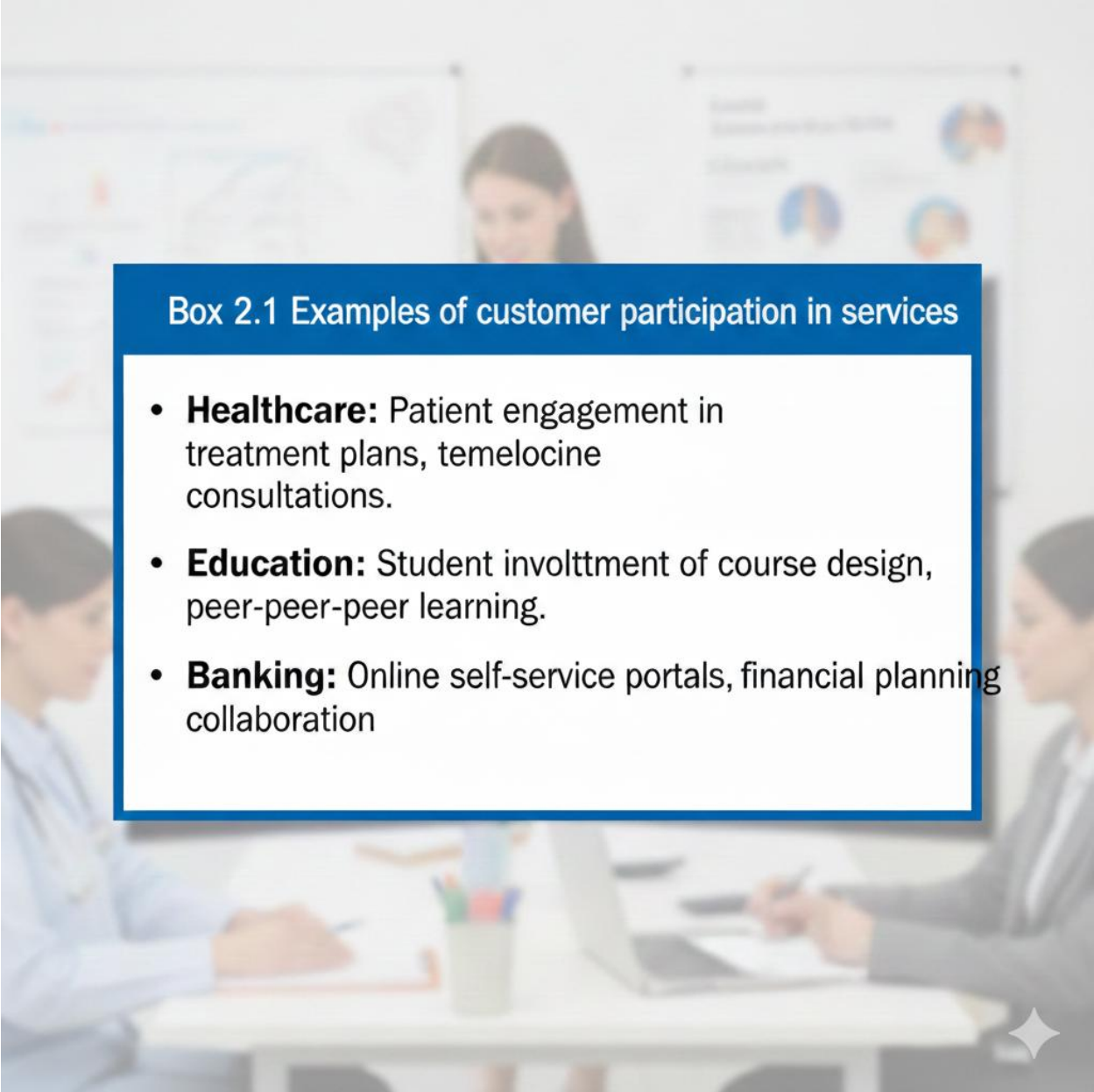
Fill in the blank: Services cannot be stored for later use, which makes them _____.

2.2.3 customer participation and co-production

Customer participation refers to the active involvement of customers in the delivery of services. For example, in education, students' engagement determines the effectiveness of teaching.

Co-production occurs when customers contribute directly to the service outcome, such as providing information to a doctor or following instructions during a training session. This makes customers part of the service process, influencing both satisfaction and quality.





Box 2.1 Examples of customer participation in services

- **Healthcare:** Patient engagement in treatment plans, telemedicine consultations.
- **Education:** Student involvement of course design, peer-peer learning.
- **Banking:** Online self-service portals, financial planning collaboration

Fill in the blank: When customers contribute directly to the service outcome, it is called _____.

Pilot questions 2.2

1. Services are intangible because: a) They can be stored b) They cannot be physically possessed c) They are always visible d) They are manufactured in factories
2. Which of the following best describes inseparability in services? a) Services are produced and consumed simultaneously b) Services can be stored for later use c) Services are always consistent d) Services are tangible



3. Perishability in services means: a) Services can be stored for future use b) Services cannot be stored for later use c) Services are always tangible d) Services are manufactured goods
4. Variability in services refers to: a) Service quality being always the same b) Service quality differing depending on conditions c) Services being stored for later use d) Services being tangible
5. Co-production occurs when: a) Customers contribute directly to the service outcome b) Services are produced without customer involvement c) Services are stored for later use d) Services are manufactured as goods

2.3 Dynamics Of Service Delivery

2.3.1 service triangle and its components

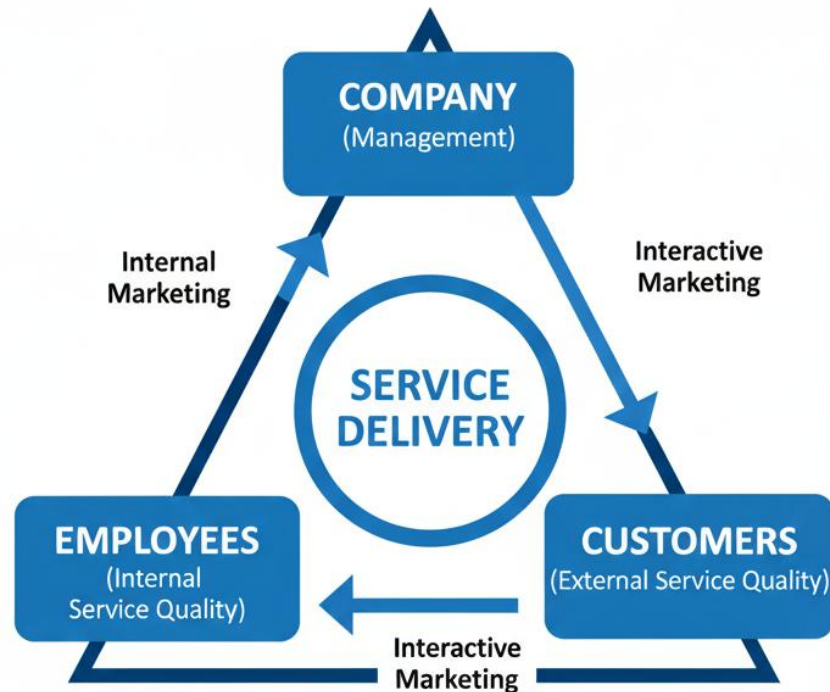
The **service triangle** is a model that explains the relationship between the company, its employees, and customers in delivering quality services. It highlights three key components:

- **Company strategy:** The organisation designs and communicates its service vision and standards.
- **Employees:** Staff members deliver the service according to the company's standards.
- **Customers:** Customers participate in the service process and evaluate its quality.

The triangle shows that successful service delivery depends on alignment between these three elements. For example, if a hotel sets high service standards but employees are not trained to meet them, customers will be dissatisfied.



Figure 2.3 The service triangle in service delivery



SERVICE RELATIONSHIP MANAGEMENT

Fill in the blank: The service triangle highlights the relationship between the company, employees, and _____.

2.3.2 service failure and recovery

Service failure occurs when a service does not meet customer expectations, such as delayed delivery or poor staff behaviour. **Service recovery** refers to the actions taken by an organisation to correct the failure and restore customer satisfaction. Effective recovery strategies include apologising, offering compensation, or providing immediate corrective action. For example, an airline may offer a voucher to passengers affected by a flight delay.



Box 2.2 Examples of recovery strategiss

Box 2.2 Examples of service recovery strategies

- **Apolgiy:** A sincere and prompt expression of regret.
- **Compensation:** Offering refunds, discounts, or free services to affected customers.
- **Corrective Action:** Identiffing and resolve the root cause of the service failure

Fill in the blank: When a service does not meet customer expectations, it is called service _____.

2.3.3 speed and responsiveness in service delivery

Speed refers to how quickly a service is delivered, while **responsiveness** is the ability of an organisation to react promptly to customer needs. Both are critical in exceeding customer expectations and building loyalty. For example, a bank that resolves customer complaints within minutes demonstrates responsiveness, while a fast-food outlet delivering meals quickly shows speed. Together, they create a positive customer experience and competitive advantage.



Plate 2.3 Speed and responsiveness in service delivery

Speed and Responsiveness



Fill in the blank: The ability of an organisation to react promptly to customer needs is called _____.

Pilot questions 2.3

1. The service triangle highlights the relationship between: a) Company, employees, and customers b) Company, goods, and services c) Employees, goods, and profits d) Customers, goods, and ownership
2. Service recovery strategies include: a) Ignoring complaints b) Apologising and offering compensation c) Reducing service quality d) Eliminating customer participation



3. Service failure occurs when: a) Services exceed customer expectations b) Services do not meet customer expectations c) Services are stored for later use d) Services are tangible
4. Speed in service delivery refers to: a) How quickly a service is delivered b) How consistent a service is c) How tangible a service is d) How services are stored
5. Responsiveness in service delivery means: a) Customers are passive recipients b) Organisations react promptly to customer needs c) Services are produced without customer involvement d) Services are manufactured as goods

2.4 Challenges And Prospects Of Marketable Services

2.4.1 common challenges in service industries

Service industries face several challenges due to the unique nature of services. **Intangibility** makes it difficult for customers to evaluate services before purchase, often leading to uncertainty. **Variability** means service quality can differ across providers or even within the same organisation. **Perishability** creates pressure to manage demand and supply effectively, since unsold service opportunities cannot be stored. Additionally, **inseparability** requires close interaction between customers and providers, which can sometimes result in inconsistent experiences.



Figure 2.4

Challenges in service industries



Fill in the blank: One of the challenges of service industries is that services cannot be stored, which is called _____.

2.4.2 prospects for service growth in Nigeria and other climes

Despite these challenges, service industries hold significant prospects. In Nigeria, sectors such as education, healthcare, banking, and hospitality are expanding, creating opportunities for innovative service delivery. Globally, digital transformation has opened new avenues such as online learning, telemedicine, and e-commerce services. These prospects highlight the growing importance of service industries in both developed and developing economies.



Plate 2.4 Prospects of service industries in digital transformation

Online Learning 

Telemedicine 



Fill in the blank: Digital transformation has created new opportunities for service industries such as _____ and e-commerce.

2.4.3 strategies for overcoming challenges

To address these challenges, organisations can adopt several strategies. **Quality assurance programmes** help reduce variability by setting standards and monitoring performance. **Customer relationship management (CRM)** strengthens interactions and builds loyalty. **Service recovery strategies** ensure that when failures occur, customers are compensated or reassured. **Technology adoption**, such as mobile apps and online platforms, can reduce inseparability issues by offering flexible service delivery.





Box 2.3 Strategies for overcoming in service industries

- **Quality Assurance:** Standardizing processes, employees, and gathering feedback.
- **CRM (Customer Relationship Management):** Building customer data, personalize services, and fostering loyalty.
- **Service Recovery:** Implementing effective complaint handling
- **Adoption of digital solutions and proactive service delivery tools on mobile platforms and to online platforms.**

Fill in the blank: One effective way to reduce variability in services is through _____ programmes.

Pilot questions 2.4

1. Which of the following is a challenge in service industries? a) Tangibility b) Perishability c) Ownership d) Storability
2. Service industry prospects in Nigeria include: a) Decline in education b) Growth in healthcare and hospitality c) Reduction in banking services d) Elimination of technology



3. Digital transformation has created opportunities such as: a) Telemedicine and online learning b) Manufacturing and agriculture c) Mining and construction d) Traditional farming
4. Service recovery strategies are designed to: a) Prevent customers from participating b) Compensate customers after service failures c) Eliminate service variability d) Reduce tangibility
5. Customer relationship management (CRM) helps organisations to: a) Store services for future use b) Strengthen interactions and build loyalty c) Reduce customer participation d) Eliminate perishability

Series Summary

This Series has focused on marketable services, examining their features, dynamics, and the challenges they face. We began by defining marketable services, considering their meaning, categories, and role in the economy. Then, we explored the distinctive features and characteristics of marketable services, such as intangibility, inseparability, perishability, variability, and customer participation. Following that, we analysed the dynamics of service delivery, including the service triangle, service failure and recovery, and the importance of speed and responsiveness. Finally, we evaluated the challenges and prospects of marketable services, highlighting opportunities for growth in Nigeria and other climes, as well as strategies for overcoming these challenges.

By engaging with these topics, you should now be able to define marketable services and explain their categories and role in the economy (SLO 2.1), analyse their distinctive features (SLO 2.2), explain the dynamics of service delivery (SLO 2.3), and evaluate the challenges and prospects of marketable services while proposing strategies to address them (SLO 2.4). These outcomes strengthen your ability to critically assess service industries and apply marketing concepts effectively.

Glossary of Terms

- **Co-production:** The active involvement of customers in creating or shaping the outcome of a service.
- **Customer participation:** The role customers play in contributing to the delivery and quality of a service.
- **Inseparability:** A characteristic of services where production and consumption occur simultaneously.
- **Intangibility:** The feature of services that makes them incapable of being touched, stored, or physically possessed.
- **Marketable services:** Services offered to customers in exchange for payment or value, designed to meet needs or wants.



- **Perishability:** The inability of services to be stored for future use.
- **Service failure:** Occurs when a service does not meet customer expectations.
- **Service recovery:** Actions taken by an organisation to correct service failure and restore customer satisfaction.
- **Service triangle:** A model showing the relationship between company, employees, and customers in service delivery.
- **Variability:** The tendency of service quality to differ depending on who provides it and under what conditions.

Concept Check Questions [Series 2]

Objective questions

1. Marketable services are: a) Tangible goods b) Intangible activities offered for value c) Agricultural products d) Manufactured items (Linked to SLO 2.1)
2. Which of the following is a feature of services? a) Tangibility b) Perishability c) Ownership d) Storability (Linked to SLO 2.2)
3. The service triangle highlights the relationship between: a) Company, employees, and customers b) Company, goods, and services c) Employees, goods, and profits d) Customers, goods, and ownership (Linked to SLO 2.3)

Short-answer questions

4. Define marketable services and give two examples. (Linked to SLO 2.1)
5. Explain the meaning of variability in services with one example. (Linked to SLO 2.2)
6. State one strategy organisations can use to overcome challenges in service industries. (Linked to SLO 2.4)

Long-answer questions

7. Analyse the dynamics of service delivery, focusing on the service triangle, service failure and recovery, and speed and responsiveness. (Linked to SLO 2.3)
8. Evaluate the prospects of service industries in Nigeria and other climes, highlighting opportunities created by digital transformation. (Linked to SLO 2.4)

Answers to Concept Check Questions [Series 2]

Objective questions

1. b) Intangible activities offered for value
2. b) Perishability
3. a) Company, employees, and customers



Short-answer questions

4. Marketable services are intangible activities offered to customers in exchange for payment or value. Examples include healthcare and hospitality.
5. Variability means service quality may differ depending on who provides it and under what conditions. For example, two customers may receive different levels of care at the same hospital.
6. One strategy is implementing quality assurance programmes to reduce variability and ensure consistent service delivery.

Long-answer questions

7. **Basic response:** The dynamics of service delivery involve the service triangle (company, employees, customers), service failure and recovery, and speed and responsiveness. These elements ensure effective service delivery and customer satisfaction. **Value-added response:** Outstanding learners may note that technology adoption, staff training, and customer relationship management further enhance service delivery, reduce failures, and improve responsiveness.
8. **Basic response:** Service industries in Nigeria and other climes have prospects in education, healthcare, banking, and hospitality. Digital transformation has created opportunities such as online learning and telemedicine. **Value-added response:** Beyond the basics, learners may highlight that globalisation and innovation in digital platforms expand prospects, enabling cross-border service delivery, personalised customer experiences, and improved efficiency.

Answers to Pilot Questions [Series 2]

Part 2.1

1. b) Intangible activities offered for value
2. c) Healthcare
3. b) Consultancy and logistics
4. b) Government institutions
5. a) GDP and employment

Part 2.2

1. b) They cannot be physically possessed
2. a) Services are produced and consumed simultaneously
3. b) Services cannot be stored for later use
4. b) Service quality differing depending on conditions
5. a) Customers contribute directly to the service outcome

Part 2.3



1. a) Company, employees, and customers
2. b) Apologising and offering compensation
3. b) Services do not meet customer expectations
4. a) How quickly a service is delivered
5. b) Organisations react promptly to customer needs

Part 2.4

1. b) Perishability
2. b) Growth in healthcare and hospitality
3. a) Telemedicine and online learning
4. b) Compensate customers after service failures
5. b) Strengthen interactions and build loyalty

Series 3: Marketing Mix Strategies in Diverse Service Sectors

3.1 Understanding the Service Marketing Mix

- 3.1.1 Definition and scope of the service marketing mix
- 3.1.2 Traditional 4Ps versus extended 7Ps in services
- 3.1.3 Peculiarities of applying the mix to services

3.2 Marketing Mix in Educational Services

- 3.2.1 Product and pricing strategies in education
- 3.2.2 Promotion and place decisions in educational institutions
- 3.2.3 People, process, and physical evidence in education delivery

3.3 Marketing Mix in Healthcare Services

- 3.3.1 Service product and pricing in healthcare
- 3.3.2 Promotion and distribution in healthcare delivery
- 3.3.3 People, process, and physical evidence in healthcare settings

3.4 Marketing Mix in Hospitality Services



- 3.4.1 Product and pricing strategies in hospitality
- 3.4.2 Promotion and distribution in hospitality services
- 3.4.3 People, process, and physical evidence in hospitality experiences

Introduction

In the previous Series, we examined marketable services, their features, dynamics, and the challenges they face. Building on that foundation, this Series will focus on how organisations apply marketing mix strategies across diverse service sectors. The marketing mix provides a framework for designing, delivering, and promoting services in ways that meet customer needs and create value.

The aim of this Series is to equip you with the ability to explain the service marketing mix and apply its principles to different service sectors, including education, healthcare, and hospitality.

We shall commence this Series by understanding the service marketing mix, considering its definition, scope, and the differences between the traditional 4Ps and the extended 7Ps. Then, we will move on to examine how the marketing mix is applied in educational services, focusing on product, pricing, promotion, and delivery strategies. Following that, we will analyse the marketing mix in healthcare services, highlighting the importance of people, process, and physical evidence. Finally, we will conclude by exploring the marketing mix in hospitality services, showing how strategies are tailored to create memorable customer experiences.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **3.1** define the service marketing mix and explain its scope,
- **3.2** distinguish between the traditional 4Ps and the extended 7Ps in service marketing,
- **3.3** apply marketing mix strategies to educational services,
- **3.4** analyse marketing mix strategies in healthcare services, and
- **3.5** evaluate marketing mix strategies in hospitality services.

3.1 Understanding The Service Marketing Mix

3.1.1 definition and scope of the service marketing mix

The **service marketing mix** refers to the set of controllable variables that organisations use to design, deliver, and promote services to meet customer needs. It provides a framework for planning and implementing strategies that ensure customer satisfaction and organisational success. Unlike goods marketing, service marketing requires additional elements to address the unique characteristics of services, such as intangibility and inseparability.



Figure 3.1 The service marketing mix framework



Fill in the blank: The service marketing mix is a set of controllable _____ used to design and deliver services.

3.1.2 traditional 4Ps versus extended 7Ps in services

The traditional marketing mix is built around four elements known as the **4Ps**:

- **Product:** The service or benefit offered to customers.
- **Price:** The value customers pay for the service.
- **Place:** The channels through which the service is delivered.



- **Promotion:** The communication strategies used to inform and persuade customers.

In service marketing, the mix is extended to include three additional elements, forming the **7Ps**:

- **People:** The staff and customers involved in service delivery.
- **Process:** The procedures and systems through which services are delivered.
- **Physical evidence:** The tangible cues that help customers evaluate services, such as facilities or brochures.

Table 3.1 Comparison of the traditional 4Ps and extended 7Ps

Traditional 4Ps Marketing Mix		Extended 7Ps Service Marketing Mix	
Product	Tangible goods, features, quality, branding	Product	Employees, customers, organizational culture
Price	Pricing strategies, discounts, allowances, payment terms	Product	Organizational culture, training
Price	Distribution channels, payment terms	Promotion	
Place	Distribution channels, market coverage, location, logistics	People	Service delivery procedures, workflows
Promotion	Advertising, personal selling, sales promotion, public relations	Process	Environment, procedures, customer journeys
Promotion	Advertising, personal selling, sales public relations	Physical Evidence	Environment, facilities, signage, online interface



Fill in the blank: In service marketing, the traditional 4Ps are extended to become the _____.

3.1.3 peculiarities of applying the mix to services

Applying the marketing mix to services requires special consideration because of their unique features. For example, **intangibility** means promotion must emphasise trust and reputation. **Inseparability** requires attention to staff training and customer interaction. **Perishability** demands effective demand management, such as flexible pricing or reservations. **Variability** highlights the need for quality assurance and consistency. These peculiarities make the service marketing mix more complex but also more adaptable to customer needs.

Box 3.1 Peculiarities of applying the service marketing mix

- **Intangibility:** Difficult to evaluate before purchase; relies on trust and physical evidence.
- **Inseparability:** Production and consumption are simultaneous, requiring customer presence.
- **Perishability:** Services cannot be stored; unused capacity is lost revenue.
- **Variability:** Quality depends on who, when, and where provided, leading to inconsistency.



Fill in the blank: Because services are intangible, promotion must emphasise _____ and reputation.

Pilot questions 3.1

1. The service marketing mix refers to: a) A set of uncontrollable variables b) A set of controllable variables used to design and deliver services c) Only the traditional 4Ps d) Only promotion strategies
2. The traditional marketing mix is built around: a) 3Ps b) 4Ps c) 5Ps d) 7Ps
3. In service marketing, the mix is extended to: a) 5Ps b) 6Ps c) 7Ps d) 8Ps
4. Which of the following is NOT part of the extended 7Ps? a) People b) Process c) Physical evidence d) Ownership
5. Because services are intangible, promotion must emphasise: a) Tangibility and storage b) Trust and reputation c) Ownership and possession d) Manufacturing and distribution

3.2 Marketing Mix In Educational Services

3.2.1 product and pricing strategies in education

In education, the **product** refers to the learning experience, curriculum, and qualifications offered to students. It is intangible but provides long-term value through knowledge and skills. Institutions must design programmes that meet the needs of learners and employers.

Pricing strategies in education involve tuition fees, scholarships, and payment plans. Pricing must balance affordability with sustainability. For example, offering flexible instalment payments can make education more accessible while ensuring institutions remain financially viable.



Figure 3.2 Product and pricing strategies in education

Product and Pricing Strategies in Education



SERVICE MARKETING IN EDUCATION

Fill in the blank: In education, the product refers to the _____ offered to students.

3.2.2 promotion and place decisions in educational institutions

Promotion in education involves communicating the value of programmes to prospective students and stakeholders. This may include advertising, open days, alumni testimonials, and digital campaigns. Effective promotion builds trust and attracts enrolments.

Place decisions refer to the channels through which education is delivered. Traditionally, this meant physical campuses, but today online platforms and blended learning models are increasingly important. Institutions must ensure accessibility and convenience for learners.



Plate 3.1 Promotion and place decisions in education



Fill in the blank: Promotion in education often uses alumni _____ to build trust and attract enrolments.

3.2.3 people, process, and physical evidence in education delivery

People include teachers, administrators, and students who interact to create the learning experience. Their competence and engagement directly affect service quality.

Process refers to the systems and procedures through which education is delivered, such as admission processes, teaching methods, and assessment systems. Efficient processes ensure smooth learning experiences.



Physical evidence includes tangible cues that support the educational service, such as classrooms, libraries, laboratories, and certificates. These provide reassurance to students and stakeholders about the quality of education.

Box 3.1

People, Process, and Physical Evidence in Education

- **People:**

Qualified teachers, engaged students, support staff, administrators

- **Process:**

Admissions, curriculum delivery, teaching methodologies, assessment, student support services

- **Physical Evidence:**

Modern classrooms, learning management systems (LMS), digital platforms, course materials, certificates, campus facilities

Fill in the blank: Certificates and libraries are examples of _____ evidence in education.

Pilot questions 3.2

1. In education, the product refers to: a) Tangible goods b) Learning experience and curriculum c) Agricultural output d) Manufacturing processes



2. Pricing strategies in education may include: a) Scholarships and flexible payment plans
b) Ownership and possession c) Tangibility and storage d) Manufacturing costs
3. Promotion in education involves: a) Advertising, open days, and alumni testimonials b)
Storing services for later use c) Manufacturing goods d) Eliminating customer
participation
4. Place decisions in education today often include: a) Only physical campuses b) Online
platforms and blended learning models c) Agricultural distribution d) Manufacturing
centres
5. Physical evidence in education includes: a) Certificates, classrooms, and laboratories b)
Tangible goods for sale c) Ownership documents d) Agricultural produce

3.3 Marketing Mix In Healthcare Services

3.3.1 service product and pricing in healthcare

In healthcare, the **product** refers to the medical services and treatments offered to patients, such as consultations, surgeries, preventive care, and wellness programmes. These services are intangible but provide critical value by improving health and wellbeing.

Pricing strategies in healthcare involve consultation fees, insurance coverage, and payment plans. Pricing must balance affordability with sustainability, ensuring access to care while maintaining financial viability. For example, offering subsidised services through government schemes can make healthcare more accessible to low-income groups.



Figure 3.3 Product and Pricing Strategies in healthcare

Product and Pricing Strategies in Healthcare



SERVICE MARKETING IN HEALTHCARE

Fill in the blank: In healthcare, the product refers to the medical _____ and treatments offered to patients.

3.3.2 promotion and distribution in healthcare delivery

Promotion in healthcare involves communicating the value of services to patients and communities. This may include health awareness campaigns, advertising hospital facilities, and patient testimonials. Effective promotion builds trust and encourages people to seek care.

Distribution (place) refers to the channels through which healthcare services are delivered. Traditionally, this meant hospitals and clinics, but today telemedicine and mobile health services



are increasingly important. Accessibility and convenience are key factors in distribution decisions.

Plate 3.2 Promotion and distribution in healthcare delivery

Promotion and Place in Healthcare



Fill in the blank: Telemedicine is an example of healthcare service _____.

3.3.3 people, process, and physical evidence in healthcare settings

People include doctors, nurses, administrators, and patients who interact to create the healthcare experience. Their competence and empathy directly affect service quality.



Process refers to the systems and procedures through which healthcare is delivered, such as appointment scheduling, diagnostic testing, and treatment protocols. Efficient processes ensure smooth patient experiences and better outcomes.

Physical evidence includes tangible cues that support healthcare services, such as hospital buildings, medical equipment, and patient records. These provide reassurance to patients about the quality and reliability of care.

Box 3.2

People, Process, and Physical Evidence in healthcare

- **People:** Doctors, nurses, administrative staff, patients, and personnel.

Admissions, curative treatments, patient support personnel.

- **Process:**

Appointment scheduling, patient registration, diagnostics, treatment protocols, and follow-up care.

- **Physical Evidence:**

Hospital buildings, clinics, waiting areas, digital health records, and uniforms

SERVICE MARKETING IN HEALTHCARE

Fill in the blank: Hospital buildings and medical equipment are examples of _____ evidence in healthcare.



Pilot questions 3.3

1. In healthcare, the product refers to: a) Tangible goods b) Medical services and treatments c) Agricultural output d) Manufacturing processes
2. Pricing strategies in healthcare may include: a) Insurance coverage and subsidised services b) Ownership and possession c) Tangibility and storage d) Manufacturing costs
3. Promotion in healthcare involves: a) Health awareness campaigns and patient testimonials b) Storing services for later use c) Manufacturing goods d) Eliminating customer participation
4. Distribution in healthcare today often includes: a) Only hospitals and clinics b) Telemedicine and mobile health services c) Agricultural distribution d) Manufacturing centres
5. Physical evidence in healthcare includes: a) Hospital buildings, medical equipment, and patient records b) Tangible goods for sale c) Ownership documents d) Agricultural produce

3.4 Marketing Mix In Hospitality Services

3.4.1 product and pricing strategies in hospitality

In hospitality, the **product** refers to the experiences and services offered to guests, such as accommodation, food and beverages, and leisure activities. These services are intangible but create memorable experiences that drive customer satisfaction and loyalty.

Pricing strategies in hospitality involve room rates, package deals, discounts, and dynamic pricing based on demand. For example, hotels may charge higher rates during peak seasons and offer discounts during off-peak periods to maximise occupancy.



Figure 3.4 Product and Pricing strategies in hospitality

Product and Pricing Strategies in Hospitality



SERVICE MARKETING IN HOSPITALITY

Fill in the blank: In hospitality, the product refers to the _____ and services offered to guests.

3.4.2 promotion and distribution in hospitality services

Promotion in hospitality involves advertising, public relations, loyalty programmes, and digital campaigns. Effective promotion highlights the unique experiences offered and builds brand reputation.

Distribution (place) refers to the channels through which hospitality services are booked and accessed. Traditionally, this meant direct bookings at hotels, but today online travel agencies



(OTAs), mobile apps, and websites play a major role. Accessibility and convenience are key factors in distribution decisions.

Plate 3.3 Promotion and distribution in hospitality services

Promotion and Place in Hospitality



Fill in the blank: Online travel agencies are examples of hospitality service _____ channels.

3.4.3 people, process, and physical evidence in hospitality experiences

People include staff such as receptionists, chefs, and service attendants, as well as guests who interact to create the hospitality experience. Their professionalism and friendliness directly affect service quality.



Process refers to the systems and procedures through which hospitality services are delivered, such as reservation systems, check-in and check-out procedures, and customer service protocols. Efficient processes ensure smooth guest experiences.

Physical evidence includes tangible cues that support hospitality services, such as hotel buildings, décor, menus, and branded materials. These provide reassurance to guests about the quality and reliability of the hospitality experience.

Box 3.2 People, Process, and Physical Evidence in hospitality

- **People:** Well-trained staff, engaged guests, management, and support personnel.
- **Process:** Reservation and check-in/-chout procedures, food and beverage service, and an guest request handling.
- **Physical Evidence:** Ambaince and décór, room amenities, menus, signage, and online interfaces.

SERVICE MARKETING IN HOSPITALITY

Fill in the blank: Décor and menus are examples of _____ evidence in hospitality.

Pilot questions 3.4



1. In hospitality, the product refers to: a) Tangible goods b) Experiences and services offered to guests c) Agricultural output d) Manufacturing processes
2. Pricing strategies in hospitality may include: a) Room rates, package deals, and discounts b) Ownership and possession c) Tangibility and storage d) Manufacturing costs
3. Promotion in hospitality involves: a) Advertising, loyalty programmes, and digital campaigns b) Storing services for later use c) Manufacturing goods d) Eliminating customer participation
4. Distribution in hospitality today often includes: a) Only direct bookings at hotels b) Online travel agencies and mobile apps c) Agricultural distribution d) Manufacturing centres
5. Physical evidence in hospitality includes: a) Décor, menus, and branded materials b) Tangible goods for sale c) Ownership documents d) Agricultural produce

Series Summary

This Series has examined how marketing mix strategies are applied in diverse service sectors. We began by understanding the service marketing mix, looking at its definition, scope, and the differences between the traditional 4Ps and the extended 7Ps. We then explored how the mix is applied in educational services, focusing on product, pricing, promotion, and delivery strategies. Following that, we analysed the marketing mix in healthcare services, highlighting the importance of people, process, and physical evidence. Finally, we considered the marketing mix in hospitality services, showing how strategies are tailored to create memorable customer experiences.

By engaging with these topics, you should now be able to define the service marketing mix and explain its scope (SLO 3.1), distinguish between the traditional 4Ps and extended 7Ps (SLO 3.2), apply marketing mix strategies to educational services (SLO 3.3), analyse marketing mix strategies in healthcare services (SLO 3.4), and evaluate marketing mix strategies in hospitality services (SLO 3.5). These outcomes strengthen your ability to apply marketing concepts across different service industries.

Glossary of Terms

- **4Ps:** The traditional marketing mix elements—product, price, place, and promotion.
- **7Ps:** The extended service marketing mix, adding people, process, and physical evidence to the 4Ps.
- **Marketing mix:** A set of controllable variables used to design, deliver, and promote services.
- **People:** Staff and customers involved in service delivery.
- **Physical evidence:** Tangible cues that help customers evaluate services, such as facilities or certificates.



- **Process:** Systems and procedures through which services are delivered.
- **Product (service):** The intangible benefit or experience offered to customers.
- **Promotion:** Communication strategies used to inform and persuade customers.
- **Pricing strategies:** Approaches to setting service fees, including discounts, subsidies, and flexible payment plans.

Concept Check Questions [Series 3]

Objective questions

1. The service marketing mix refers to: a) A set of uncontrollable variables b) A set of controllable variables used to design and deliver services c) Only the traditional 4Ps d) Only promotion strategies (Linked to SLO 3.1)
2. The traditional marketing mix is built around: a) 3Ps b) 4Ps c) 5Ps d) 7Ps (Linked to SLO 3.2)
3. In service marketing, the mix is extended to: a) 5Ps b) 6Ps c) 7Ps d) 8Ps (Linked to SLO 3.2)

Short-answer questions

4. Define the service marketing mix and explain why it is important in service industries. (Linked to SLO 3.1)
5. State two differences between the traditional 4Ps and the extended 7Ps. (Linked to SLO 3.2)
6. Identify one promotion strategy used in educational services. (Linked to SLO 3.3)
7. Give one example of physical evidence in healthcare services. (Linked to SLO 3.4)

Long-answer questions

8. Analyse the dynamics of applying the marketing mix in healthcare services, focusing on product, pricing, promotion, distribution, people, process, and physical evidence. (Linked to SLO 3.4)
9. Evaluate the marketing mix strategies in hospitality services, highlighting how they create memorable customer experiences. (Linked to SLO 3.5)

Answers to Concept Check Questions [Series 3]

Objective questions

1. b) A set of controllable variables used to design and deliver services
2. b) 4Ps
3. c) 7Ps



Short-answer questions

4. The service marketing mix is a set of controllable variables used to design, deliver, and promote services. It is important because it provides a framework for meeting customer needs and ensuring organisational success.
5. The traditional 4Ps focus on product, price, place, and promotion, while the extended 7Ps add people, process, and physical evidence to address the unique characteristics of services.
6. One promotion strategy in education is alumni testimonials, which build trust and attract enrolments.
7. An example of physical evidence in healthcare is hospital buildings or medical equipment.

Long-answer questions

8. **Basic response:** In healthcare, the marketing mix includes products such as medical services, pricing strategies like insurance coverage, promotion through health campaigns, distribution via hospitals and telemedicine, people such as doctors and patients, processes like appointment scheduling, and physical evidence such as hospital facilities. **Value-added response:** Outstanding learners may note that technology adoption, patient-centred care, and government subsidies further enhance healthcare delivery, making services more accessible and improving outcomes.
9. **Basic response:** In hospitality, the marketing mix includes products such as accommodation and leisure, pricing strategies like dynamic rates, promotion through advertising and loyalty programmes, distribution via online travel agencies, people such as staff and guests, processes like reservations and check-in, and physical evidence such as décor and menus. **Value-added response:** Outstanding learners may highlight that personalisation, digital platforms, and brand storytelling create memorable experiences and strengthen customer loyalty in hospitality services.

Answers to Pilot Questions [Series 3]

Part 3.1

1. b) A set of controllable variables used to design and deliver services
2. b) 4Ps
3. c) 7Ps
4. d) Ownership
5. b) Trust and reputation

Part 3.2

1. b) Learning experience and curriculum



2. a) Scholarships and flexible payment plans
3. a) Advertising, open days, and alumni testimonials
4. b) Online platforms and blended learning models
5. a) Certificates, classrooms, and laboratories

Part 3.3

1. b) Medical services and treatments
2. a) Insurance coverage and subsidised services
3. a) Health awareness campaigns and patient testimonials
4. b) Telemedicine and mobile health services
5. a) Hospital buildings, medical equipment, and patient records

Part 3.4

1. b) Experiences and services offered to guests
2. a) Room rates, package deals, and discounts
3. a) Advertising, loyalty programmes, and digital campaigns
4. b) Online travel agencies and mobile apps
5. a) Décor, menus, and branded materials

Series 4: Customer Service, Quality Management, and Relationship Building

4.1 Fundamentals of Customer Service

- 4.1.1 Meaning and importance of customer service
- 4.1.2 Principles of effective customer service
- 4.1.3 Role of customer service in service industries

4.2 Quality Management in Service Delivery

- 4.2.1 Definition and dimensions of service quality
- 4.2.2 Tools and techniques for quality management (e.g., SERVQUAL, benchmarking)
- 4.2.3 Strategies for continuous improvement in service quality



4.3 Building and Sustaining Customer Relationships

- 4.3.1 Meaning and importance of relationship marketing
- 4.3.2 Customer loyalty and retention strategies
- 4.3.3 Role of technology in relationship building (CRM systems, digital platforms)

4.4 Challenges and Prospects in Customer Service and Relationship Management

- 4.4.1 Common challenges in customer service and quality management
- 4.4.2 Prospects for customer relationship management in Nigeria and other climes
- 4.4.3 Emerging trends in customer service and relationship building

Introduction

In the last Series, we explored how marketing mix strategies are applied across diverse service sectors such as education, healthcare, and hospitality. Building on that foundation, this Series turns to the human and organisational dimensions of service delivery: customer service, quality management, and relationship building. These areas are critical because they determine how well organisations meet customer expectations, maintain service standards, and foster long-term loyalty.

The aim of this Series is to equip you with the ability to explain the fundamentals of customer service, analyse approaches to quality management, and evaluate strategies for building and sustaining customer relationships.

We shall commence this Series by examining the fundamentals of customer service, focusing on its meaning, importance, and principles. Then, we will move on to quality management in service delivery, considering definitions, dimensions, and tools for maintaining standards. Following that, we will explore how organisations build and sustain customer relationships, including loyalty strategies and the role of technology. Finally, we will conclude by analysing the challenges and prospects of customer service and relationship management, with emphasis on emerging trends in Nigeria and other climes.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- 4.1 explain the meaning and importance of customer service,
- 4.2 analyse the principles and tools of quality management in service delivery,
- 4.3 evaluate strategies for building and sustaining customer relationships, and
- 4.4 assess the challenges and prospects of customer service and relationship management in Nigeria and other climes.



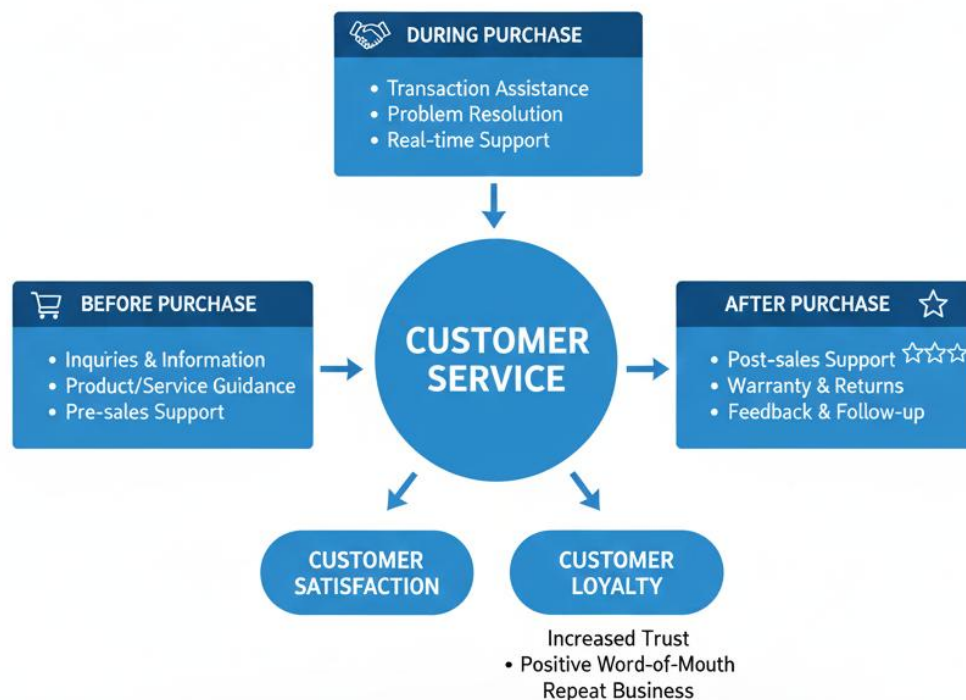
4.1 Fundamentals Of Customer Service

4.1.1 meaning and importance of customer service

Customer service refers to the assistance and support provided by an organisation to its customers before, during, and after the purchase of a product or service. It is a vital component of service industries because it directly influences customer satisfaction, loyalty, and organisational reputation. Good customer service creates trust, encourages repeat patronage, and differentiates an organisation from its competitors.

Figure 4.1 Meaning and importance of customer service

Customer Service: Beyond the Transaction



BUILDING LASTING RELATIONSHIPS THROUGH SERVICE

Fill in the blank: Customer service is the assistance provided to customers before, during, and _____ purchase.



4.1.2 principles of effective customer service

Effective customer service is guided by key principles such as:

- **Courtesy and respect:** Treating customers politely and valuing their concerns.
- **Responsiveness:** Attending promptly to customer needs and complaints.
- **Reliability:** Delivering services consistently and as promised.
- **Empathy:** Understanding and addressing customer feelings and perspectives.
- **Communication:** Providing clear, accurate, and timely information.

These principles ensure that customers feel valued and supported, thereby strengthening their relationship with the organisation.



Box 4.1 Principles of effective customer service

Principles of Effective Customer Service

- **Courtesy:** Being polite, friendly, and respectful to all customers.
- **Responsiveness:** Addressing customer queries, issues in a timely manner.
- **Reliability:** Consistently delivering promised services and information accurately.
- **Empathy**
Empathy: Understanding and sharing the feelings of the customer.
- **Communication:** Providing clear, concise and proactive updates to customers.

BUILDING LASTING RELATIONSHIPS THROUGH SERVICE

Fill in the blank: One principle of effective customer service is showing _____ for customer feelings and perspectives.

4.1.3 role of customer service in service industries

Customer service plays a central role in service industries because services are intangible and often inseparable from the provider. It helps bridge the gap between customer expectations and actual service delivery. For example, in banking, customer service ensures smooth transactions



and resolves complaints. In healthcare, it provides reassurance and guidance to patients. In hospitality, it creates memorable experiences that encourage repeat visits.

Plate 4.1 Role of customer service in service industries

Customer Service Across Industries



BUILDING LASTING RELATIONSHIPS THROUGH SERVICE

Fill in the blank: In hospitality, customer service helps create _____ experiences that encourage repeat visits.

Pilot questions 4.1

1. Customer service refers to: a) Manufacturing goods b) Assistance provided to customers before, during, and after purchase c) Agricultural production d) Ownership of products



2. Which of the following is a principle of effective customer service? a) Courtesy and respect b) Tangibility and storage c) Manufacturing consistency d) Ownership and possession
3. Reliability in customer service means: a) Delivering services consistently and as promised b) Storing services for later use c) Manufacturing goods reliably d) Eliminating customer participation
4. Empathy in customer service involves: a) Ignoring customer feelings b) Understanding and addressing customer feelings and perspectives c) Manufacturing goods with care d) Storing services for later use
5. In healthcare, customer service provides: a) Reassurance and guidance to patients b) Ownership of medical equipment c) Tangible goods for sale d) Agricultural produce

4.2 Quality Management In Service Delivery

4.2.1 definition and dimensions of service quality

Service quality refers to the degree to which a service meets or exceeds customer expectations. It is a critical factor in customer satisfaction and organisational success. High-quality services build trust, encourage loyalty, and enhance competitiveness.

The key **dimensions of service quality** often include:

- **Reliability:** Delivering services consistently and accurately.
- **Responsiveness:** Willingness to help customers promptly.
- **Assurance:** Inspiring confidence through competence and courtesy.
- **Empathy:** Providing personalised attention to customers.
- **Tangibles:** Physical facilities, equipment, and appearance of personnel.



Figure 4.2 Dimensions of service quality

The SERVQUAL Model



MEASURING SERVICE EXCELLENCE

Fill in the blank: Delivering services consistently and accurately is referred to as _____ in service quality.

4.2.2 tools and techniques for quality management

Organisations use various tools and techniques to measure and manage service quality. Common examples include:

- **SERVQUAL model:** A framework for assessing service quality across five dimensions.
- **Benchmarking:** Comparing service performance against industry standards or competitors.



- **Customer feedback systems:** Collecting and analysing customer opinions to identify areas for improvement.
- **Quality audits:** Systematic reviews of service processes to ensure compliance with standards.

Box 4.2 Tools and techniques for quality management

Tools for Quality Management in Services

- **SERVQUAL:** A survey-based framework to measure customer expectations versus perceptions.
- **Benchmarking:** Comparing service performance against industry best practices.
- **Customer Feedback:** Surveys, comment cards, and online reviews to gather insights.
- **Quality Audits:** Systemic evaluations of service processes and outcomes.

MEASURING SERVICE EXCELLENCE

Fill in the blank: The SERVQUAL model assesses service quality across five _____.

4.2.3 strategies for continuous improvement in service quality

Continuous improvement in service quality requires proactive strategies such as:



- **Training and development:** Equipping staff with skills to deliver excellent service.
- **Process redesign:** Streamlining procedures to improve efficiency and customer satisfaction.
- **Technology adoption:** Using digital tools to enhance service delivery and monitoring.
- **Customer involvement:** Engaging customers in feedback and co-creation of services.
- **Performance monitoring:** Regularly tracking service outcomes to identify gaps and opportunities.

Plate 4.2 Strategies for continuous improvement in service quality

Enhancing Service in Excellence



Staff Training



Technology Adoption

STRIVING FOR SERVICE EXCELLENCE



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Fill in the blank: Continuous improvement in service quality often requires regular _____ monitoring.

Pilot questions 4.2

1. Service quality refers to: a) The degree to which a service meets or exceeds customer expectations b) The ownership of tangible goods c) The manufacturing of products d) The storage of services
2. Which of the following is a dimension of service quality? a) Reliability b) Ownership c) Tangibility of goods d) Manufacturing consistency
3. The SERVQUAL model is used to: a) Assess service quality across five dimensions b) Manufacture goods efficiently c) Store services for later use d) Eliminate customer participation
4. Benchmarking in service quality management involves: a) Comparing performance against industry standards or competitors b) Ignoring customer feedback c) Manufacturing goods consistently d) Storing services for later use
5. Continuous improvement in service quality requires: a) Training, process redesign, and technology adoption b) Ownership and possession c) Tangibility and storage d) Manufacturing consistency

4.3 Building And Sustaining Customer Relationships

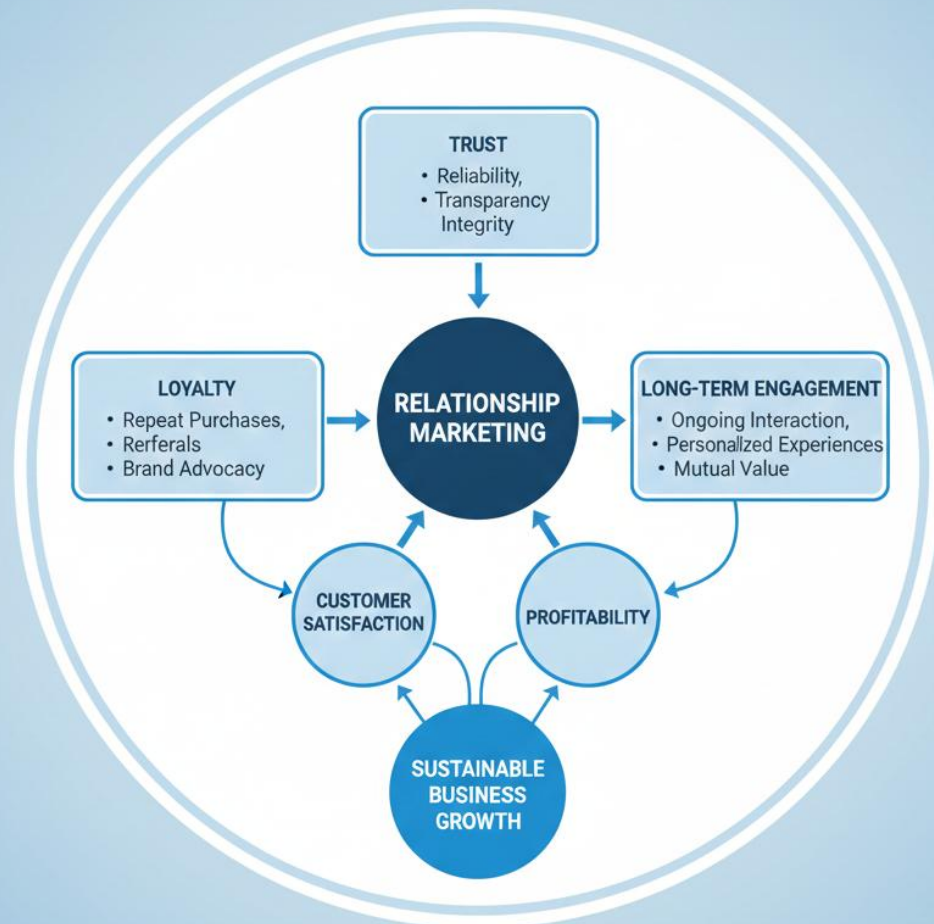
4.3.1 meaning and importance of relationship marketing

Relationship marketing refers to strategies aimed at building long-term engagement with customers rather than focusing only on single transactions. It emphasises trust, loyalty, and personalised interactions. The importance lies in its ability to reduce customer churn, increase repeat patronage, and create advocates who promote the organisation through word-of-mouth.



Figure 4.3 Meaning and importance of relationship marketing

Building Lasting Customer Connections



FOSTERING ENDURING CONNECTIONS

Fill in the blank: Relationship marketing focuses on building long-term _____ with customers rather than single transactions.

4.3.2 customer loyalty and retention strategies

Customer loyalty and retention are achieved through deliberate strategies such as:

- **Loyalty programmes:** Rewarding repeat customers with points, discounts, or exclusive offers.
- **Personalisation:** Tailoring services to individual customer preferences.



- **After-sales support:** Providing assistance even after the service has been delivered.
- **Consistent quality:** Ensuring customers receive reliable and satisfactory service every time.
- **Engagement initiatives:** Using surveys, newsletters, or events to maintain contact with customers.

Box 4.3 Customer loyalty and retention Strategies for Building Lasting Connections

- **Loyalty Programmes:** Rewards, engaged guests for repeat customers.
- **Personalisation:** Tailored experiences, and communications, and recommendations.
- **After-Sales Support:** Proactive assistance follows, and issue resolution.
- **Consistent Quality:** service delivery across all touchpoints.
- **Engagement Initiatives,** events, and interactive content

FOSTERING ENDURING CONNECTIONS



Fill in the blank: Rewarding repeat customers with points or discounts is an example of a _____ programme.

4.3.3 role of technology in relationship building

Technology plays a vital role in modern relationship building. **Customer Relationship Management (CRM) systems** help organisations track customer interactions, preferences, and feedback. **Digital platforms** such as websites, mobile apps, and social media enable continuous engagement and personalised communication. Technology also supports data analysis, allowing organisations to predict customer needs and design tailored services.



Fill in the blank: CRM systems help organisations track customer interactions, preferences, and _____.

Pilot questions 4.3

1. Relationship marketing focuses on: a) Single transactions only b) Building long-term engagement with customers c) Manufacturing goods d) Agricultural production
2. Which of the following is a customer loyalty strategy? a) Loyalty programmes b) Ignoring customer feedback c) Eliminating after-sales support d) Reducing service quality
3. Personalisation in customer service means: a) Tailoring services to individual customer preferences b) Providing identical services to all customers c) Ignoring customer needs d) Manufacturing goods consistently
4. CRM systems are used to: a) Track customer interactions and preferences b) Manufacture goods efficiently c) Store services for later use d) Eliminate customer participation
5. Digital platforms such as mobile apps and social media enable: a) Continuous engagement and personalised communication b) Tangibility and storage of services c) Manufacturing consistency d) Ownership and possession

4.4 Challenges And Prospects In Customer Service And Relationship Management

4.4.1 common challenges in customer service and quality management

Organisations often face challenges in delivering consistent customer service and maintaining quality. These include:

- **High customer expectations:** Customers demand faster, more personalised, and seamless service.
- **Service variability:** Differences in staff performance can lead to inconsistent experiences.
- **Technology gaps:** Limited adoption of digital tools may hinder responsiveness.
- **Resource constraints:** Insufficient staff or funding can reduce service quality.
- **Handling complaints:** Poor complaint management can damage reputation and trust.



Figure 4.4 Challenges in customer service and quality management

Navigating Service Challenges



Fill in the blank: Poor complaint management can damage organisational _____ and trust.

4.4.2 prospects for customer relationship management in Nigeria and other climes

Despite challenges, prospects for customer relationship management (CRM) are promising. In Nigeria, sectors such as banking, telecommunications, and retail are increasingly adopting CRM systems to strengthen customer loyalty. Globally, digital transformation has created opportunities for personalised communication, predictive analytics, and omnichannel engagement. These prospects highlight the growing importance of customer service and relationship management in sustaining competitiveness.



Plate 4.4 Prospects of customer relationship management in Nigeria and globally

Enhancing Customer Connections Across Industries



DIGITAL TRANSFORMATION FOR GLOBAL GROWTH

Fill in the blank: Digital transformation has created opportunities for personalised communication and _____ engagement.

4.4.3 emerging trends in customer service and relationship building

Emerging trends are reshaping customer service and relationship management. These include:

- **Artificial intelligence (AI):** Chatbots and virtual assistants provide instant support.
- **Omnichannel service delivery:** Customers interact seamlessly across physical and digital platforms.



- **Data-driven personalisation:** Organisations use analytics to tailor services to individual needs.
- **Customer empowerment:** Self-service portals and apps give customers more control.
- **Sustainability focus:** Customers increasingly value organisations that demonstrate social responsibility.

Box 4.4 Emerging trends in customer service and relationship building

Innovative Directions in Service Excellence

- **AI (Artificial Intelligence):**

Chatbots, machine learning, and data analytics for automated support insights.

- **Omnichannel Seamless:**

customer experiences across all touchpoints (web, mobile, social, in-store).

- **Personalisation:**

Tailoring services, products, and communication to individual customer needs preferences.

- **Empowerment:**

Giving employees the authority and resources to resolve customer issues quickly and effectively.

- **Sustainability:**

Focus on ethical practices, environmental responsibility and social impact in service operations.

SHAPING THE FUTURE OF SERVICE

Fill in the blank: Chatbots and virtual assistants are examples of _____ used in customer service.

Pilot questions 4.4



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1. Which of the following is a common challenge in customer service? a) High customer expectations b) Tangibility of goods c) Manufacturing consistency d) Agricultural production
2. Poor complaint management can damage: a) Organisational reputation and trust b) Tangibility and storage c) Ownership and possession d) Manufacturing processes
3. Prospects for CRM in Nigeria include: a) Decline in banking services b) Adoption of CRM systems in banking and telecommunications c) Elimination of digital platforms d) Reduction in retail services
4. Omnichannel service delivery means: a) Customers interact seamlessly across physical and digital platforms b) Services are stored for later use c) Manufacturing goods consistently d) Eliminating customer participation
5. Chatbots and virtual assistants are examples of: a) Artificial intelligence used in customer service b) Agricultural tools c) Manufacturing equipment d) Ownership documents

Series Summary

This Series has focused on the human and organisational dimensions of service delivery. We began by examining the fundamentals of customer service, highlighting its meaning, importance, and principles. Then, we explored quality management in service delivery, considering definitions, dimensions, tools, and strategies for continuous improvement. Following that, we analysed how organisations build and sustain customer relationships, including loyalty strategies and the role of technology. Finally, we discussed the challenges and prospects of customer service and relationship management, with emphasis on emerging trends such as AI, omnichannel delivery, and sustainability.

By engaging with these topics, you should now be able to explain the meaning and importance of customer service (SLO 4.1), analyse the principles and tools of quality management (SLO 4.2), evaluate strategies for building and sustaining customer relationships (SLO 4.3), and assess the challenges and prospects of customer service and relationship management in Nigeria and other climes (SLO 4.4).

Glossary of Terms

- **Customer service:** Assistance provided to customers before, during, and after purchase.
- **Courtesy:** Polite and respectful treatment of customers.
- **Empathy:** Understanding and addressing customer feelings and perspectives.
- **Service quality:** The degree to which a service meets or exceeds customer expectations.
- **SERVQUAL:** A model for assessing service quality across five dimensions.
- **Benchmarking:** Comparing performance against industry standards or competitors.



- **Relationship marketing:** Strategies aimed at building long-term engagement with customers.
- **Customer loyalty:** The tendency of customers to continue patronising an organisation.
- **CRM systems:** Digital tools used to track customer interactions, preferences, and feedback.
- **Omnichannel delivery:** Seamless customer interaction across physical and digital platforms.

Concept Check Questions [Series 4]

Objective questions

1. Customer service refers to: a) Manufacturing goods b) Assistance provided to customers before, during, and after purchase c) Agricultural production d) Ownership of products (Linked to SLO 4.1)
2. Which of the following is a dimension of service quality? a) Reliability b) Ownership c) Tangibility of goods d) Manufacturing consistency (Linked to SLO 4.2)
3. Relationship marketing focuses on: a) Single transactions only b) Building long-term engagement with customers c) Manufacturing goods d) Agricultural production (Linked to SLO 4.3)

Short-answer questions

4. State two principles of effective customer service. (Linked to SLO 4.1)
5. Explain the SERVQUAL model briefly. (Linked to SLO 4.2)
6. Identify one customer loyalty strategy used in service industries. (Linked to SLO 4.3)
7. Mention one emerging trend in customer service and relationship building. (Linked to SLO 4.4)

Long-answer questions

8. Analyse the role of quality management in service delivery, focusing on dimensions, tools, and continuous improvement strategies. (Linked to SLO 4.2)
9. Evaluate the challenges and prospects of customer service and relationship management in Nigeria and other climes. (Linked to SLO 4.4)

Answers to Concept Check Questions [Series 4]

Objective questions

1. b) Assistance provided to customers before, during, and after purchase
2. a) Reliability
3. b) Building long-term engagement with customers



Short-answer questions

4. Two principles of effective customer service are courtesy and responsiveness.
5. The SERVQUAL model assesses service quality across five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.
6. One customer loyalty strategy is implementing loyalty programmes that reward repeat customers.
7. An emerging trend is the use of artificial intelligence (AI) such as chatbots in customer service.

Long-answer questions

8. **Basic response:** Quality management ensures services meet customer expectations. It involves dimensions such as reliability and empathy, tools like SERVQUAL and benchmarking, and strategies such as staff training and technology adoption. **Value-added response:** Outstanding learners may note that continuous improvement through customer involvement and performance monitoring further enhances service quality and competitiveness.
9. **Basic response:** Challenges include high customer expectations, service variability, and resource constraints. Prospects include CRM adoption in Nigeria's banking and telecom sectors and global digital transformation. **Value-added response:** Outstanding learners may highlight emerging trends such as omnichannel delivery, sustainability, and data-driven personalisation as opportunities for future growth.

Answers to Pilot Questions [Series 4]

Part 4.1

1. b) Assistance provided to customers before, during, and after purchase
2. a) Courtesy and respect
3. a) Delivering services consistently and as promised
4. b) Understanding and addressing customer feelings and perspectives
5. a) Reassurance and guidance to patients

Part 4.2

1. a) The degree to which a service meets or exceeds customer expectations
2. a) Reliability
3. a) Assess service quality across five dimensions
4. a) Comparing performance against industry standards or competitors
5. a) Training, process redesign, and technology adoption

Part 4.3



1. b) Building long-term engagement with customers
2. a) Loyalty programmes
3. a) Tailoring services to individual customer preferences
4. a) Track customer interactions and preferences
5. a) Continuous engagement and personalised communication

Part 4.4

1. a) High customer expectations
2. a) Organisational reputation and trust
3. b) Adoption of CRM systems in banking and telecommunications
4. a) Customers interact seamlessly across physical and digital platforms
5. a) Artificial intelligence used in customer service

Series 5: Social Marketing Concepts and Applications in Contemporary Organizations

5.1 Fundamentals of Social Marketing

- 5.1.1 Meaning and scope of social marketing
- 5.1.2 Differences between social marketing and commercial marketing
- 5.1.3 Importance of social marketing in contemporary organizations

5.2 Social Marketing Strategies and Tools

- 5.2.1 Behaviour change strategies in social marketing
- 5.2.2 Communication tools and media for social campaigns
- 5.2.3 Role of partnerships and stakeholders in social marketing

5.3 Applications of Social Marketing in Contemporary Organizations

- 5.3.1 Health-related campaigns (e.g., vaccination, HIV/AIDS awareness)
- 5.3.2 Environmental and sustainability initiatives
- 5.3.3 Social responsibility and corporate citizenship programmes

5.4 Challenges and Prospects of Social Marketing



- 5.4.1 Common challenges in implementing social marketing campaigns
- 5.4.2 Prospects for social marketing in Nigeria and other climes
- 5.4.3 Emerging trends in social marketing (digital platforms, influencer engagement, data-driven campaigns)

Introduction

In the previous Series, we examined customer service, quality management, and relationship building, focusing on how organisations sustain loyalty and deliver consistent value. This Series shifts attention to **social marketing**, a powerful approach that uses marketing principles to influence behaviours for the benefit of individuals and society. Unlike commercial marketing, which seeks profit, social marketing aims to promote positive social change, such as healthier lifestyles, environmental sustainability, and community wellbeing.

The aim of this Series is to equip you with the ability to explain the fundamentals of social marketing, analyse strategies and tools used in social campaigns, evaluate applications in contemporary organisations, and assess the challenges and prospects of social marketing in Nigeria and other climes.

We shall commence this Series by exploring the fundamentals of social marketing, including its meaning, scope, and differences from commercial marketing. Then, we will examine social marketing strategies and tools, focusing on behaviour change, communication, and stakeholder partnerships. Following that, we will analyse applications of social marketing in contemporary organisations, such as health campaigns, environmental initiatives, and corporate social responsibility programmes. Finally, we will conclude by evaluating the challenges and prospects of social marketing, highlighting emerging trends such as digital platforms, influencer engagement, and data-driven campaigns.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- 5.1 explain the meaning, scope, and importance of social marketing,
- 5.2 distinguish between social marketing and commercial marketing,
- 5.3 analyse strategies and tools used in social marketing campaigns,
- 5.4 evaluate applications of social marketing in contemporary organisations, and
- 5.5 assess the challenges, prospects, and emerging trends in social marketing in Nigeria and other climes.

5.1 Fundamentals Of Social Marketing

5.1.1 meaning and scope of social marketing



Social marketing is the application of marketing principles and techniques to influence behaviours that benefit individuals and society. Unlike commercial marketing, which focuses on profit, social marketing seeks to promote social good—such as healthier lifestyles, environmental protection, or community development. Its scope includes designing campaigns, communicating messages, and engaging stakeholders to achieve behavioural change.

Figure 5.1 Meaning and scope of social marketing

Driving Positive Social Impact



Fill in the blank: Social marketing applies marketing principles to influence behaviours that benefit _____ and society.

5.1.2 differences between social marketing and commercial marketing



Social marketing differs from commercial marketing in several ways:

- **Objective:** Social marketing aims at social good, while commercial marketing seeks profit.
- **Focus:** Social marketing focuses on behaviour change, while commercial marketing focuses on product sales.
- **Measurement of success:** Success in social marketing is measured by behavioural outcomes (e.g., reduced smoking rates), while in commercial marketing it is measured by sales and revenue.
- **Target audience:** Social marketing often targets broad communities, while commercial marketing targets consumers or market segments.



Table 5.1 Differences between social marketing and commercial marketing

Comparing Approaches for Impact and Profit

Characteristic	Social Marketing	Commercial Marketing
Objectives	• Behavior Change • Social Good • Public Health	• Profit Generation • Market Share • Brand Awareness
Focus	• Individual & Societal Well-being	• Long-term Impact
Success Measures	• Product/Service Promotion	• Product/Short-term Sales
Success Measures	• Health Outcomes • Environmental Impact • Behavior Adoption	• Sales Revenue • Customer Acquisition Cost
Target Audience	• General Public • Specific Vulnerable Groups • Policy Makers	• Consumers • Businesses • Niche Markets

MARKETING FOR A BETTER WORLD

Fill in the blank: Success in social marketing is measured by _____ outcomes, not sales revenue.

5.1.3 importance of social marketing in contemporary organizations

Social marketing is important in contemporary organisations because it:

- Enhances corporate social responsibility (CSR) by aligning business with social good.
- Builds positive brand reputation and trust.



- Encourages community engagement and loyalty.
- Helps organisations contribute to solving societal problems such as health issues, environmental challenges, and inequality.
- Strengthens partnerships with governments, NGOs, and communities.

Box 5.1 Importance of social marketing in contemporary organisations

Driving Positive Change and Value

Importance Social Marketing

- **Corporate Social Responsibility (CSR):** Demonstrating commitment to social and environmental causes.
- **Enhanced Reputation & Trust:** Building credibility and public confidence.
- **Community Engagement**
 - Fostering strong relationships with stakeholders and local communities
- **Addressing Societal Problems** solutions for public health, safety, and environmental challenges
- **Strategic Partnerships**
 - Collaborating with NGOs, government, and other organizations greater impact

MARKETING FOR A BETTER WORLD

Fill in the blank: Social marketing enhances corporate _____ responsibility by aligning business with social good.

Pilot questions 5.1



1. Social marketing refers to: a) Selling goods for profit b) Applying marketing principles to promote social good c) Manufacturing products for communities d) Agricultural distribution
2. Which of the following is a key difference between social and commercial marketing? a) Social marketing focuses on behaviour change, commercial marketing focuses on product sales b) Both focus only on profit c) Social marketing measures success by revenue d) Commercial marketing measures success by social outcomes
3. Success in social marketing is measured by: a) Behavioural outcomes b) Ownership and possession c) Tangibility and storage d) Manufacturing consistency
4. One importance of social marketing in organisations is: a) Enhancing corporate social responsibility b) Increasing agricultural output c) Manufacturing goods consistently d) Eliminating customer participation
5. Social marketing often targets: a) Broad communities b) Only individual consumers c) Manufacturing centres d) Agricultural producers

5.2 Social Marketing Strategies And Tools

5.2.1 behaviour change strategies in social marketing

The core of social marketing is **behaviour change**. Strategies often include:

- **Education and awareness:** Providing information to increase knowledge (e.g., anti-smoking campaigns).
- **Incentives:** Offering rewards or benefits for adopting positive behaviours (e.g., discounts for recycling).
- **Social norms:** Leveraging peer influence to encourage desirable behaviours.
- **Regulation support:** Aligning campaigns with laws or policies (e.g., seatbelt enforcement).
- **Fear appeals and emotional persuasion:** Using emotional triggers to highlight risks or benefits.



Figure 5.2 Behaviour change strategies in social marketing
Driving Positive Action and Societal Good



MARKETING FOR A BETTER WORLD

Fill in the blank: Offering rewards for adopting positive behaviours is an example of using _____ in social marketing.

5.2.2 communication tools and media for social campaigns

Effective communication is essential in social marketing. Tools and media include:

- **Mass media:** Television, radio, newspapers for wide reach.
- **Digital platforms:** Social media, websites, mobile apps for interactive engagement.
- **Community outreach:** Workshops, seminars, and grassroots campaigns.



- **Print materials:** Posters, brochures, and flyers for local distribution.
- **Influencer engagement:** Using respected figures to endorse behaviours.

Plate 5.1 Communication tools and media in social marketing

Reaching Audiences for Positive Change



MARKETING FOR A BETTER WORLD

Fill in the blank: Social media and mobile apps are examples of _____ platforms used in social marketing.

5.2.3 role of partnerships and stakeholders in social marketing

Partnerships and stakeholder involvement are critical for successful social marketing. Key roles include:



- **Government agencies:** Provide policy support and funding.
- **Non-governmental organisations (NGOs):** Mobilise communities and resources.
- **Private sector organisations:** Offer sponsorships and CSR initiatives.
- **Community leaders:** Influence local acceptance and participation.
- **Media organisations:** Amplify campaign messages to wider audiences.

Box 5.2 Role of partnerships and stakeholders in social marketing

Collaborative Action for Social Impact

- **Government:** Policy-making, funding, and regulatory support. Grassroots implementation, advocacy, and community trust.
- **Private Sector:** Funding, corporate social responsibility (CSR) initiatives and logistical support.
- **Community Leaders:** Local insights, mobilization, and cultural relevance.
- **Media Organizations:** Public awareness, education, dissemination and narrative shaping.

MARKETING FOR A BETTER WORLD

Fill in the blank: NGOs play a key role in mobilising _____ and resources for social marketing campaigns.



Pilot questions 5.2

1. Behaviour change strategies in social marketing include: a) Education, incentives, and social norms b) Manufacturing goods c) Agricultural distribution d) Ownership and possession
2. Offering discounts for recycling is an example of: a) Incentives b) Regulation support c) Fear appeals d) Mass media
3. Communication tools in social marketing include: a) Television, social media, and community outreach b) Manufacturing equipment c) Agricultural produce d) Ownership documents
4. Influencer engagement in social marketing involves: a) Using respected figures to endorse behaviours b) Manufacturing goods consistently c) Storing services for later use d) Eliminating customer participation
5. Government agencies in social marketing campaigns often provide: a) Policy support and funding b) Tangible goods for sale c) Agricultural output d) Ownership documents

5.3 Applications Of Social Marketing In Contemporary Organizations

5.3.1 health-related campaigns

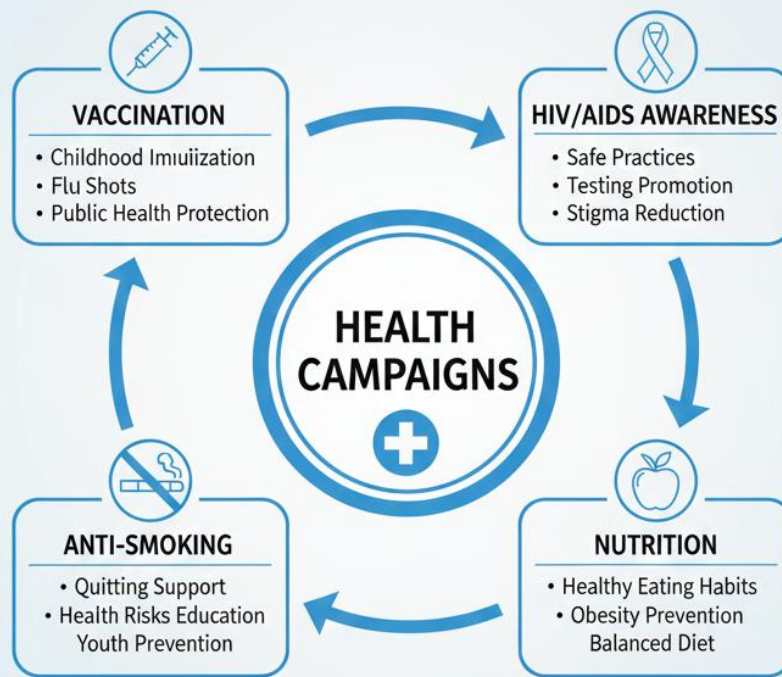
Social marketing is widely applied in health promotion. Examples include:

- **Vaccination campaigns:** Encouraging immunisation to prevent diseases.
- **HIV/AIDS awareness:** Promoting safe practices and reducing stigma.
- **Anti-smoking initiatives:** Persuading individuals to quit smoking through education and support.
- **Nutrition programmes:** Encouraging healthy eating habits to reduce obesity and malnutrition.



Figure 5.3 Health-related applications of social marketing

Promoting Well-being and Public Health



MARKETING FOR A BETTER WORLD

Fill in the blank: Social marketing campaigns that encourage immunisation are examples of _____ initiatives.

5.3.2 environmental and sustainability initiatives

Social marketing is also applied to environmental protection and sustainability. Examples include:

- **Recycling campaigns:** Promoting waste separation and recycling practices.
- **Energy conservation:** Encouraging reduced electricity consumption and use of renewable energy.



- **Climate change awareness:** Educating communities on reducing carbon footprints.
- **Water conservation:** Promoting responsible water use in households and industries.



Fill in the blank: Campaigns that promote responsible water use are examples of _____ conservation initiatives.

5.3.3 social responsibility and corporate citizenship programmes

Contemporary organisations use social marketing to strengthen their corporate social responsibility (CSR) and citizenship roles. Examples include:



- **Community development projects:** Supporting education, healthcare, and infrastructure.
- **Charity initiatives:** Partnering with NGOs to support vulnerable groups.
- **Employee volunteer programmes:** Encouraging staff to participate in social causes.
- **Ethical business practices:** Promoting transparency, fairness, and sustainability in operations.

Box 5.3 Social responsibility and customer corporate citizenship

Driving Positive Impact and Value Creation

Corporate Social Responsibility Applications

- **Community Development:** Local infrastructure, programs, and skill-building
- **Charitable Giving:** Reinvestment, programs, and skill-building, social, initiatives.
- **Charitable Giving & Support:** Financial contributions, in-kind and contributions, and disaster efforts to social causes.
- **Employee Volunteering:** Organized opportunities for staff to contribute time and skills to community projects.
- **Ethical & Sustainable Practices:** Fair labor, environmental sourcing across operations.

MARKETING FOR A BETTER WORLD

Fill in the blank: Encouraging staff to participate in social causes is an example of employee _____ programmes.



Pilot questions 5.3

1. Which of the following is a health-related application of social marketing? a) Vaccination campaigns b) Manufacturing goods c) Agricultural distribution d) Ownership documents
2. Recycling campaigns are examples of: a) Environmental and sustainability initiatives b) Agricultural production c) Manufacturing processes d) Ownership and possession
3. Climate change awareness campaigns aim to: a) Educate communities on reducing carbon footprints b) Manufacture goods consistently c) Store services for later use d) Eliminate customer participation
4. Corporate social responsibility programmes may include: a) Community development projects and charity initiatives b) Tangibility and storage c) Agricultural produce d) Ownership documents
5. Employee volunteer programmes encourage staff to: a) Participate in social causes b) Manufacture goods c) Store services for later use d) Eliminate customer participation

5.4 Challenges And Prospects Of Social Marketing

5.4.1 common challenges in implementing social marketing campaigns

Organisations often face difficulties when implementing social marketing campaigns. These include:

- **Limited funding:** Many social campaigns rely on donations or government support, which may be insufficient.
- **Audience resistance:** People may resist behaviour change due to cultural beliefs or habits.
- **Communication barriers:** Low literacy levels or limited access to media can hinder message delivery.
- **Measurement difficulties:** It is often hard to measure behavioural change compared to sales figures.
- **Stakeholder coordination:** Aligning diverse stakeholders can be complex and time-consuming.



Figure 5.4 Challenges in social marketing campaigns

Navigating Complex Initiatives



MARKETING FOR A BETTER WORLD

Fill in the blank: One common challenge in social marketing is audience _____ due to cultural beliefs or habits.

5.4.2 prospects for social marketing in Nigeria and other climes

Despite challenges, prospects for social marketing are promising. In Nigeria, campaigns on health, sanitation, and environmental sustainability are gaining traction. Globally, organisations are leveraging digital platforms, influencer engagement, and data analytics to enhance effectiveness. These prospects highlight the growing role of social marketing in addressing societal issues and promoting sustainable development.



Plate 5.3 Prospects of social marketing in Nigeria and globally

Driving Positive Change Through Innovation



MARKETING FOR A BETTER WORLD

Fill in the blank: In Nigeria, social marketing campaigns are increasingly focused on health, sanitation, and _____ sustainability.

5.4.3 emerging trends in social marketing

Emerging trends are reshaping how social marketing is practiced today. These include:

- **Digital transformation:** Use of social media, mobile apps, and websites for campaign delivery.
- **Influencer engagement:** Partnering with popular figures to spread messages.



- **Data-driven campaigns:** Using analytics to target audiences more effectively.
- **Gamification:** Applying game-like elements to encourage participation.
- **Sustainability focus:** Integrating environmental and social responsibility into campaigns.

Box 5.4 Emerging trends in social marketing

Innovating for Greater Social Impact

Emerging Trends in Social Marketing

- **Digital Transformation:** Leveraging online platforms, mobile, and social media for wider reach.
- **Influencer Engagement:** Collaborating with trusted voices to promote social causes.
- **Data-Driven Campaigns:** Using analytics to target audiences and measure impact effectively.
- **Gamification:** Incorporating game mechanics to incentivize positive behaviors.
- **Sustainability Focus:** Integrating environmental and social responsibility into core messages.

MARKETING FOR A BETTER WORLD

Fill in the blank: Partnering with popular figures to spread campaign messages is known as influencer _____.

Pilot questions 5.4

1. Which of the following is a common challenge in social marketing? a) Limited funding
b) Manufacturing consistency c) Agricultural distribution d) Ownership documents



2. Audience resistance in social marketing may be due to: a) Cultural beliefs or habits b) Manufacturing processes c) Tangibility of goods d) Ownership and possession
3. Prospects for social marketing in Nigeria include campaigns on: a) Health, sanitation, and environmental sustainability b) Manufacturing goods c) Agricultural produce d) Ownership documents
4. Digital transformation in social marketing involves: a) Using social media, mobile apps, and websites for campaigns b) Manufacturing goods consistently c) Storing services for later use d) Eliminating customer participation
5. Gamification in social marketing refers to: a) Applying game-like elements to encourage participation b) Manufacturing goods with fun designs c) Storing services for later use d) Ownership and possession

Series Summary

This Series has explored the foundations and applications of **social marketing** in contemporary organisations. We began by defining social marketing, examining its scope, and distinguishing it from commercial marketing. We then analysed strategies and tools, including behaviour change approaches, communication media, and stakeholder partnerships. Following that, we looked at practical applications in health campaigns, environmental initiatives, and corporate social responsibility programmes. Finally, we discussed the challenges and prospects of social marketing, highlighting emerging trends such as digital transformation, influencer engagement, gamification, and sustainability.

By engaging with these topics, you should now be able to explain the meaning and scope of social marketing (SLO 5.1), distinguish it from commercial marketing (SLO 5.2), analyse strategies and tools used in campaigns (SLO 5.3), evaluate applications in contemporary organisations (SLO 5.4), and assess challenges and prospects in Nigeria and globally (SLO 5.5).

Glossary of Terms

- **Social marketing:** Application of marketing principles to promote behaviours that benefit individuals and society.
- **Commercial marketing:** Marketing focused on selling products and generating profit.
- **Behaviour change strategies:** Approaches such as education, incentives, and social norms used to influence behaviour.
- **SERVQUAL:** A model for assessing service quality (mentioned in Series 4, relevant for comparison).
- **Mass media:** Traditional communication channels like TV, radio, and newspapers.
- **Digital platforms:** Online tools such as social media, websites, and mobile apps.
- **Stakeholders:** Groups such as government, NGOs, private sector, and community leaders involved in campaigns.



- **Corporate social responsibility (CSR):** Organisational commitment to social good through programmes and ethical practices.
- **Gamification:** Use of game-like elements to encourage participation in campaigns.
- **Influencer engagement:** Partnering with popular figures to spread campaign messages.

Concept Check Questions [Series 5]

Objective questions

1. Social marketing refers to: a) Selling goods for profit b) Applying marketing principles to promote social good c) Manufacturing products for communities d) Agricultural distribution (Linked to SLO 5.1)
2. Which of the following is a difference between social and commercial marketing? a) Social marketing focuses on behaviour change, commercial marketing focuses on product sales b) Both focus only on profit c) Social marketing measures success by revenue d) Commercial marketing measures success by social outcomes (Linked to SLO 5.2)
3. Communication tools in social marketing include: a) Television, social media, and community outreach b) Manufacturing equipment c) Agricultural produce d) Ownership documents (Linked to SLO 5.3)

Short-answer questions

4. Define social marketing and explain its scope. (Linked to SLO 5.1)
5. State two behaviour change strategies used in social marketing. (Linked to SLO 5.3)
6. Identify one health-related application of social marketing. (Linked to SLO 5.4)
7. Mention one emerging trend in social marketing. (Linked to SLO 5.5)

Long-answer questions

8. Analyse the role of communication tools and stakeholder partnerships in social marketing campaigns. (Linked to SLO 5.3)
9. Evaluate the challenges and prospects of social marketing in Nigeria and globally, highlighting emerging trends. (Linked to SLO 5.5)

Answers to Concept Check Questions [Series 5]

Objective questions

1. b) Applying marketing principles to promote social good
2. a) Social marketing focuses on behaviour change, commercial marketing focuses on product sales
3. a) Television, social media, and community outreach

Short-answer questions



4. Social marketing is the application of marketing principles to promote behaviours that benefit individuals and society. Its scope includes designing campaigns, communicating messages, and engaging stakeholders for behavioural change.
5. Two behaviour change strategies are education and awareness, and incentives.
6. One health-related application is vaccination campaigns.
7. An emerging trend is gamification, which uses game-like elements to encourage participation.

Long-answer questions

8. **Basic response:** Communication tools such as mass media and digital platforms spread campaign messages widely, while stakeholder partnerships with government, NGOs, and community leaders provide resources and credibility. **Value-added response:** Outstanding learners may note that combining communication tools with stakeholder engagement ensures campaigns are culturally relevant, resource-efficient, and impactful.
9. **Basic response:** Challenges include limited funding, audience resistance, and measurement difficulties. Prospects include growing adoption of social marketing in Nigeria's health and environmental sectors, and globally through digital platforms. **Value-added response:** Outstanding learners may highlight emerging trends such as influencer engagement, data-driven campaigns, and sustainability focus as opportunities to enhance effectiveness and societal impact.

Answers to Pilot Questions [Series 5]

Part 5.1

1. b) Applying marketing principles to promote social good
2. a) Social marketing focuses on behaviour change, commercial marketing focuses on product sales
3. a) Behavioural outcomes
4. a) Enhancing corporate social responsibility
5. a) Broad communities

Part 5.2

1. a) Education, incentives, and social norms
2. a) Incentives
3. a) Television, social media, and community outreach
4. a) Using respected figures to endorse behaviours
5. a) Policy support and funding



Part 5.3

1. a) Vaccination campaigns
2. a) Environmental and sustainability initiatives
3. a) Educate communities on reducing carbon footprints
4. a) Community development projects and charity initiatives
5. a) Participate in social causes

Part 5.4

1. a) Limited funding
2. a) Cultural beliefs or habits
3. a) Health, sanitation, and environmental sustainability
4. a) Using social media, mobile apps, and websites for campaigns
5. a) Applying game-like elements to encourage participation

