

## **Service Marketing IOM-ISS204**

### ***Course Description***

To provide a critical evaluation and understanding of the key issues in services marketing and the marketing principles and theories specifically applied to service organisations. To develop knowledge of service marketing concepts and theories and enable you to apply service marketing techniques and principles in developing strategies within service organisations.

### ***Required Texts***

Services Marketing: Integrating Customer Focus Across the Firm, 7th Edition by Valarie Zeithaml, Mary Jo Bitner, and Dwayne Gremler

Services Marketing, 6<sup>th</sup> Edition by Christopher Lovelock, Paul Patterson, and Jochen Wirtz

### ***Prerequisite***

Principles of Marketing or permission of the instructor. Contact you advisor for more information

### ***Course Requirements***

<b>Course Work</b>	<b>Weight</b>
Midterm Exam	30%
Final Exam	40%
Homework	10%
Case Studies	10%
Class Participation	10%

### ***Learning Outcomes***

Upon the completion of the course, the students are expected to understand:

1. To describe the importance of service marketing in a changing business environment.
2. To identify and address the marketing-relevant differences between services and goods.
3. To analyse how to manage service encounter, complaint and service recovery.
4. To apply service marketing concepts to solve problems or achieve marketing objectives.

### *Evaluation and Grading*

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

### *Course Hours*

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to spend 15-20 hours per week outside of class. The University awards 4 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

### *Attendance*

Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

### *Academic Honesty*

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

### *Disability Accommodation*

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

## *Course Schedule*

### Lecture 1

Overview and Introduction of the Course

### Lecture 2

Conceptual Framework of the Book: The Gaps Model of Service Quality

Case 1 Jump off a Cliff? AJ Hackett Bungy Says Do It!

### Lecture 3

Customer Expectations of Service

### Lecture 4

Customer Expectations of Service

Case 2 From Convenience Store to Community Service Centre: the Transformation of Taiwan 7-Eleven

### Lecture 5

Customer Perceptions of Service

Case 3 Banyan Tree: Branding the Intangible

### Lecture 6

Listening to Customers through Research

Case 4 A Mother's Diary—Sydney Children's Hospital

### Lecture 7

Building Customer Relationships

Case 5 Managing Word of Mouth: the Referral Incentive Program that Backfired

### Lecture 8

Service Recovery

Case 6 Revenue Management of Gondolas: Maintaining the Balance Between Tradition and Revenue

Lecture 9

Service Innovation and Design

Case 7 Dr Beckett's Dental Office  
Review for Midterm

Midterm Exam

Lecture 10

Customer-Defined Service Standard

Case 8 Starbucks' Failure in Australia

Lecture 11

Physical Evidence and the Servicescape

Case 9 Singapore Airlines: Managing Human Resources for Cost-Effective Service Excellence

Lecture 12.

Employees' Roles in Service Delivery

Case 10 MK Restaurant: An Emerging Asian Brand

Lecture 13

Customers' Roles in Service Delivery

Case 11 Customer Asset Management at DHL in Asia

Lecture 14

Managing Demand and Capacity

Customer Satisfaction and Service Quality

Lecture 15

Integrated Service Marketing Communications

Case 12 Bouleau & Huntley: Cross-Selling Professional Services

Lecture 16

Integrated Service Marketing Communications

Lecture 17

Pricing of Services

Case 13 Banking on Customer Relationships with Interest

Lecture 18

The Financial and Economic Impact of Service

Lecture 19

The Financial and Economic Impact of Service

Case 14 Flying First Class Does Not Always Live Up to Expectations

Lecture 20

Review

Final Exam