بسم الله الرحمن الرحيم

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| King Saud University  School of Business  Marketing Department | 1st semester of 2013/2014  Instructor: Sara M Al Tuwaijri  Office # 15 |

Syllabus

Service Marketing

MKT 452

Services dominate any emerging economy and are becoming critical for competitive advantage in companies across the globe and across industry sectors. For example, services represent the primary growth and profitability strategies for traditional manufacturing companies like GE and IBM. Almost 40% of IBM’s current revenues and over 60% of GE’s current profits come from services. Boeing stated a goal of achieving $10B in service revenues. Even high tech companies like Microsoft, Google, HP, eBay and Real Networks are also moving downstream to provide services directly to consumers. Services produce most of the job growth in developed and developing countries.

COURSE DESCRIPTION: the course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunications, etc.) and to organizations that depend service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.)

NATURE OF THE COURSE: Service Marketing & Management is an elective and assumes that the student has taken the Core Marketing classes. It focuses on how the marketing of services is different than the fundamental 4Ps approach to marketing.

The basic concepts covered in the course include: the difference between marketing services versus products; the role of the service encounter; the key drivers of service quality; the customer’s role in service creation; service design and innovation; going beyond service to create customer experiences; technology’s impact on services; managing customer service expectations; and customer service metrics.

COURSE GOAL: The objective of this course is to introduce students to the concepts and techniques of service marketing. The course is designed to cover all-important aspects of marketing of services, increase students understanding of marketing practices and strategies as applied in the service sector. Although all major aspects of services marketing are covered, the course is designed with the needs of marketers of financial services in mind.

COURSE EXTERAL RESOURCES: Selected readings of articles and studies in the field of Service Marketing

REQUIRED TEXT: ***Services Marketing: People, Technology, Strategy***, Seventh Edition by Christopher Lovelock and Jochen Wirtz.

RECOMMENDED REFERENCES:

### *The Art of Managing Professional Services: Insights from Leaders of the World's Top Firms* by Maureen Broderick (Oct 1, 2012).

### *Marketing Professional Services* Revised by Philip Kotler, [Thomas Hayes](http://www.amazon.com/s/ref=ntt_athr_dp_sr_2?_encoding=UTF8&field-author=Thomas%20Hayes&ie=UTF8&search-alias=books&sort=relevancerank) and [Paul N. Bloom](http://www.amazon.com/s/ref=ntt_athr_dp_sr_3?_encoding=UTF8&field-author=Paul%20N.%20Bloom&ie=UTF8&search-alias=books&sort=relevancerank).

EVALUATION CRITERIA

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| Midterm | 20 marks | ***Saturday, March 2nd*** |
| Individual project | 10 marks | ***Saturday, April 4th*** |
| Participation | 8 marks |  |
| Case Analysis & Critique | 5 marks |
| Assignments | 5 marks |
| Attendance | 2 marks |
| Project | 10 marks |
| Final Exam | 40 marks |
| Total | 100 |

\*\* NOTE: please note that there are no Make-up exams!!!!!!

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: [saltuwaijri@ksu.edu.sa](mailto:saltuwaijri@ksu.edu.sa)

ATTENDENCE & PARTICIPATION POLICY

You are expected to attend all class sessions. Your participation is important! If you are absent for assigned work, I will use discretion to the nature (if any) of the make-up work. There are two types of absences: excused and unexcused. An excused absence is when you notify me prior to class, and I give you permission to be absent. All other absences are considered unexcused. You are allowed FOUR unexcused absences ONLY!

Class participation is important in a number of respects. First, it prepares you to the personal interaction that takes place in business and in life on a daily basis. Second, it forces you to prepare better (and regularly) because you know you will have to discuss the subject in class. You must prepare for class discussion by spending time on assignments and case studies. The first 10 minutes of each class will include a random selection of students discussing a recap of the previous lecture, so BE READY!!

Also, you are required to join and participate in the class discussion on Facebook frequently. Chat. Agree. Disagree. Ideally, the discussion board is an outlet for learning and expressing ideas and opinion based on reading and research. I'll post one discussion question per week. In turn, you will be required to:

* Post one answer to the weekly question (due every Wednesday before 11:55 PM)
* Respond to a total of four of your classmates' discussion postings (due every Friday before 11:55 PM)

Please note that all posts should contribute something substantial to the discussion. You should avoid posts that merely compliment (e.g. “Interesting post…”) or support (e.g. “I agree with you…”) another student’s work; you will not be given credit for these sorts of comments because they don’t intellectually contribute to the discussion. Since the discussions happen in real time, no late posts will be accepted for any reason. Do not post on the Discussion Board in advance unless you will be out of town or will not have Internet access the following week.

Postings on the weekly threads must relate to the topic at hand; off-topic discussion should be limited to the Social Forum. Points will be deducted from students who submit off-topic posts in the weekly discussion threads. Finally, points may be deducted if I see that you haven’t read a substantial number of posts for the week

LIST OF TOPICS

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| **List of Topics** | **Assignment** | **No of Weeks** | **Contact hours** |
| Chapter 1: New Perspectives on Marketing in the Service Economy | Q9 – Page 54 | 1 | 3 |
| Chapter 2: Consumer Behavior in a Services Context | Q3 – Page 78 (Application Exercises) | 1 | 3 |
| Chapter 3: Positioning Services in Competitive Markets | Q2 – Page 100 (Application Exercises) | 1 | 3 |
| Chapter 4: Developing Service Products: Core and Supplementary Elements | Q6 – Page 129 (Review Questions) | 1 | 3 |
| Chapter 5: Distributing Services through Physical and Electronic Channels | Q5 – Page 182 (Review Questions) | 1 | 3 |
| Chapter 6: Setting Prices and Implementing Revenue Management | Q5 – Page 182 (Review Questions) | 1 | 3 |
| Chapter 7: Promoting Services and Educating Customers | Q5 – Page 182 (Review Questions) | 1 | 3 |
| Chapter 8: Designing and Managing Service Processes | Q6 - Page 246 (Application Exercises) | 1 | 3 |
| Chapter 10: Crafting the Service Environment | Q3 – Page 296 (Application Exercises) | 1 | 3 |
| Chapter 11: Managing people for service advantage | Q7 – Page 330 (Review Questions) | 1 | 3 |
| Chapter 12: Managing Relationships and Building Loyalty | Q1 – Page 368 (Application Exercises) | 1 | 3 |
| Chapter 13: Complaint Handling and Service Recovery | Q3 – Page 396 (Review Questions) | 1 | 3 |
| Chapter 14: Improving Service Quality and Productivity | ---- | 1 | 3 |

In regards to the assignments, the deadline of each assignment will be the Thursday following the completion of each chapter. Each assignment carries a weight of 0.5 grades from your overall score, with a maximum of 10 assignments accumulating to 5 grades.

INDIVIDUAL PROJECT

You can apply the concepts of marketing a service to the development of a career marketing plan. Selling yourself to an employer is a lot like selling a service. It exhibits many of the same characteristics. Your assignment is to develop a branding strategy for your services. Your analysis should include: 1) Define the industry(ies) and the category you are/will be competing in to get a job; 2) Describe your current brand. Do you have a well-defined specialty? If not, what do you plan to focus on for building a unique competitive advantage versus your peers/competitors? Can you uniquely own the specialty?; 3) what would you add and/or change to improve your brand. How could your service brand’s contribution to your career be improved? Suggested resources: Catherine Kaputa, ***UR a Brand: How Smart People Brand Themselves For Business Success***, Davies-Black Publishing 2007.

GROUP PROJECT

Create a loyalty program for a product-based company **OR** enhance a current loyalty program for a product-based company, by conducting a survey asking about customer preferences. In your survey, try to use open-ended questions, such as “why are you using this program”, “what do you expect in a loyalty program from such company.” In your report, you need to analyze what features make loyalty/membership programs successful, and what features do not achieve the desired results. Use the concepts in chapter 12 to help you understand and create new programs for the company of your choice.

GUIDELINES FOR GROUP PRESENTATION

Follow these guidelines and your grade will jump:

* Make your presentation interesting and involving for the class by:
* Focusing on the key issues and do not spend (much) time on long, detailed, complete and boring checklists; avoid listing all issues you can think of. You can produce an appendix to your presentation to show that you thought of many more issues, but do not bore the class with these.
* Using media wisely to communicate your message (legible transparencies with minimum 18-sized font and not too much text; use company brochures, newspaper and magazine clippings, self-produced video clips, samples, etc.).
* Encouraging class participation via direct questioning, discussion of problems/issues, presentation of controversial statements, etc. Open your presentation with relevant questions to the class.
* Note that class interest and participation created are a key component of your grade. You have to communicate your messages and involve your audience!
* Plan for no more than half of the total time available for presentation time - leave the other half for discussion and questions! Dry run your presentation to time it properly! You should have no more than 1 slide per 2/3 minutes of presentation time! This means, a presentation of 20 minutes should not have more than 10 slides. The maximum time you have available is 20 minutes, consisting of a maximum of 15 minutes presentation time and some 5 minutes for class discussion and Q&A.
* Submit a hard copy of your presentation at the beginning of the class before your presentation. This avoids that I ask questions or make comments that pre-empt what you intend to present later.
* Copy a sufficient number of the “Student Assessment of Group Presentation Form” and distribute them to the class before your presentation.
* Submit your “Student Self-assessment Form” directly after your presentation.
* Have Fun and DO NOT BE BORING!! ☺

COURSE FOLDER

Each student is required to prepare a course folder that contains all individual assignments, project, and cases. Write your full name as spelled in your Academic Records onto the cover of the folder. All assignments will be returned to you after grading, hence, they should be included in the folder by the end of the semester.