

College of Business Administration

Department of Marketing

MKT 452: Services Marketing

Summer 2019

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**COURSE DESCRIPTION:**

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 from the fundamental 4Ps approach to marketing.

Service Marketing course focuses on managing and delivering service excellence. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. 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.

The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

Objective of the course:

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 OBJECTIVES:**

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| Upon successful completion of this class, course participants will have a working knowledge of the following: | |
| To understand the unique challenges involved in marketing services; |
| To identify differences between marketing in service versus manufacturing organizations and to understand how "service" can be a competitive advantage; |
| To identify and analyze the various components of the "services marketing mix" (the 7 P's); |
| To appreciate the role of employees and customers in service delivery, customer satisfaction, and service recovery; |
| To refine workplace skills through active learning activities and other classroom exercises; and |
| To become better services marketer and service consumers.  **Class Policies:**   1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants. 2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail. 3. Each student is responsible for obtaining all handouts, announcements, and schedule changes. 4. Actively participate in lectures and assignment as much of the learning will come from discussions during class. 5. Important class announcements may be communicated by e-mail. **You**are responsible for checking your e-mail account regularly. 6. Do not come late for class. 7. Switch off your cell phone during class. 8. Do not talk while fellow students are presenting or asking questions. 9. Respect everyone’s opinion. 10. There are no provisions for make-up exams or extra credit.   **Course Text Book:**  ***Services Marketing: People, Technology, Strategy****,* Seventh Edition by Christopher Lovelock and Jochen Wirtz.  **Additional Reading:**   1. ***The Art of Managing Professional Services: Insights from Leaders of the World's Top Firms*** by Maureen Broderick (Oct 1, 2012). 2. ***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). |

**GRADING PLAN**

1- Final Exam 40%

2- Midterm exam1 20% (23-6-2019)

3- Midterm exam2 20% (7-7-2019)

4- Individual assignment 5%

5- Project 15%

**Assignments:**

**Objectives for Assignments**

An underlying assumption of the services marketing course is that students learn best and retain more when they actively apply and work with the concepts presented in the course materials rather than simply read about them or hear the professor talk about the ideas. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. In general, each of the assignments will be graded according to the following criteria:

1. Evidence of understanding and ability to apply course concepts

2. Quality (depth, creativity, clarity) of analysis and expression.

3. Writing style, you will not receive extra credit for proper spelling, grammar, punctuation, etc., but will receive a poor evaluation of the assignment if these areas are found to be lacking.

4. The submission due dates.

**Participation (Student effort)**

**Students will be asked to present an article that is related to the course.**

**Individual Assignments:** **(Student effort)**

1. In order to complete this assignment, students will choose an existing service; describe any of its service marketing mix (7Ps),and write brief recommendations about how to improve this service. The report should be at least two pages in length (12-point font, double-spaced).

**Group Project:**

This group assignment gives you the opportunity to design a new service or redesign an existing service based on your newly acquired services marketing expertise and put together the marketing plans to launch the new service or make the redesign changes.

There are many things to consider and decisions to make when designing a new service:

1. Introduction about the new service.
2. You should describe
3. Which market segment(s) you want to target and how you want your service to be positioned relative to the competition.
4. You should provide justification for why this service idea would be valued by your target and why your service will be able to serve the needs of this group better than competitors (Value Proposition)
5. Provide the SWOT analysis.
6. The key components of your service and all of your tactic decisions (the 7 Ps)
7. In your plans, be sure to include a thorough description of the service and how it will work. In order to fully describe the processes involved, you should illustrate the service you have created (or redesigned) by developing a **blueprint** of your proposed new service. If you are redesigning an existing service, you should also include a blueprint of the original service.
8. You should use appropriate services marketing concepts to describe your service and your proposed marketing strategy.
9. Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your service, , **the depth of knowledge** about services marketing you demonstrate based on your discussion of course concepts, **the level** of detail provided, the **quality of the writing**, and the **presentation**.
10. The report should be:
    1. 7 to 10 pages in length.
    2. 12 point font.
    3. Double-spaced.

You may put the blueprint in an appendix as well as any other related materials that help support the decisions made in the report.

Due date:

Presentation date:

**\*All students are required to present group assignments\***

**Attendance and participation**

Attendance and participation are important parts of the learning environment in this class. While there is no attendance grade in this class, it is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination. Important information and skills are learned in the classroom setting; try not to miss class.

**Academic policy**

Academic honesty means doing one’s own work and giving proper credit to others work and thought one may draw upon. Two important types of academic misconduct are cheating and plagiarism.

Cheating includes copying from others or allowing others to copy from you during exams and collaborating with others on projects unless authorized by the professor to do so. In this class, you may ask others to review your work and make suggestions for improving, but they cannot write for you nor assist substantially in your work. Team projects are different because of their collaborative nature – however, to be a good team member you should also do individual work.

Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. If you use more than five words of text from another’s work, it must appear in quotations as above. If you condense or paraphrase another’s work it must be attributed in the text and the full citation must appear in endnotes. You are encouraged to use published work in your projects — just give credit.

Anyone found not in compliance with the above will receive a zero on the work and possibly worse. Please get your money’s worth for this education by doing your own work.

**Content outline:**

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| **Week** | **Reading** | **Topic** |
| 1 | Chapter # 1 | New Perspectives on Marketing in the Service Economy |
| 2 | Chapter # 2 | Consumer Behavior in a Services Context |
| 3 | Chapter # 3 | Positioning Services in Competitive Markets |
| 4 | Chapter # 4 | Developing Service Products: Core and Supplementary Elements |
| 5 | Chapter # 5 | Distributing Services through Physical and Electronic Channels |
| 6 | Chapter # 6 | Setting Prices and Implementing Revenue Management |
| 7 | Chapter # 7 | Promoting Services and Educating Customers |
| 8 | Chapter # 8 | Designing and Managing Service Processes |
| 9 | Chapter # 10 | Crafting the Service Environment |
| 10 | Chapter # 11 | Managing people for service advantage |
| 11 | Revision | Overall Revision and Discussion |

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| Week | Reading | Reading |
| Week 1 | Sun 9-6-2019  Syllables + Ch.1 | Mon 10-6-2019  Ch.2 |
| Week 2 | Sun 16-6-2019  Ch.3 | Mon 17-6-2019  Ch.4 |
| Week 3 | Sun 23-6-2019 (Exam1)  Ch.5 | Mon 24 -6-2019  Ch.6 |
| Week 4 | Sun 30-6-2019  Ch. 7 | Mon 1-7-2019  Ch. 8 |
| Week 5 | Sun 7-7-2019 ( Exam 2)  Ch.10 | Mon 8-7-2019  Ch.11 |
| Week 6 | Sun 14-7-2019 | Mon 15-7-2019  Presentation |
| Week 7 |  |  |
| Week 8 | Sun 28-7-2019 |  |
| Final Exam | Tue 30-7-2019 |  |