

## Module Outline

**Module Code** : MKT3412/MKT3711  
**Module Title** : Services Marketing  
**Semester** : Semester I, AY2021/2022  
**Faculty** : Lilian Ho  
**Department** : Marketing  
**Email** : lilianho@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### Overview

The world economy is increasingly characterized as a 'service economy'. Given the intangible nature of services, marketing of services is challenging and yet extremely important. As services gain prominence in the global economy, service marketing has become a subject that needs to be studied separately.

The module aims to facilitate students' understanding of Services Marketing with a special focus on the management of service's 'invisibles', the management of service customers and the fundamentals of customer experience design. It will also introduce students to key theories, emerging research and applications in this domain. In relation to this, there will be opportunities for students to critically examine current practices by linking the ideas and concepts covered in the module to the practical issues and questions that service organizations are facing today.

### Module Objectives

Upon successful completion of this module, students will be able to:

1. Analyze major services marketing theories and concepts as applied to a variety of services settings.
2. Develop a systematic perspective and approach in understanding the issues and concerns facing organizations that provide and market services.
3. Discuss current applied issues and identify probable design solutions relevant to key service industries in Singapore and beyond.
4. Improve customer satisfaction and service efficiency by applying the key principles in managing service operations and quality in a service environment.
5. Illustrate the common tools and industry practices used with respect to the management of quality in the service environment.

### General Guide & readings

This module will be delivered via in-classroom short lectures, case studies, brainstorming activities and discussions; and supplemented by directed reading and e-videos.

You are strongly encouraged to prepare by reading up the lecture notes and other materials prior class. Lecture notes and additional readings will be published on the weekend (or earlier) preceding the class.

Whenever necessary, I will adopt hybrid teaching (some students to attend in-classrooms lessons while others to attend lessons via zoom). To benefit fully from hybrid lessons, please make sure you do the following:

- Kindly check LumiNUS for information on hybrid lesson arrangement at the start of week 1. Students will be divided into (1) Campus group and (2) Zoom group.
- Have your laptop and earpiece ready - All students to log into zoom whether you are at home or in campus. For students in classroom, do turn off your laptop audio and mic (when you are not speaking) to avoid audio feedback (echo) during lessons.

- When you log into zoom, please indicate, together with your display name, if you belong to the campus group or the zoom group, e.g., *Lilian Ho (Campus)*, *Peter Tan (Zoom)*.

I will start all classes on time as a respect to students who turn up on time. While punctuality will be factored in your class participation grade, if you will be late due to any unforeseen circumstance, please do not hesitate to inform me.

The classes are designed to be highly interactive and interesting. You are strongly encouraged to share your thoughts, insights and revelations about the ideas and concepts discussed in the classroom.

Please refrain from using your mobile phone and laptop (unless otherwise instructed) and log off from all social media platform during classes.

You are expected to submit your assignments on time. Please note that all deadlines are controlled by LumiNUS (the folders for submission will be turned off after the deadlines). Please avoid last-minute submission. A penalty of 5% on the base marks will be deducted for each working day of late submission. Any late submission after five working days will be awarded zero mark.

**Recommended textbooks:**

- Jochen Wirtz & Christopher Lovelock (2018). *Essentials of Services Marketing*. Pearson.
- Chitty, W., D'Alessandro, S., Gray, D. & Hughes, A. (2019). *Services Marketing, 2<sup>nd</sup> revised edition*. Australia: Oxford University Press.

**Assessment**

Assessment	Descriptions	Weightage	Submission date
1. Written assignment	Individual: A critique & reflection report	50%	Week 8
2. Group Project & presentation	Group: Research findings & proposed solutions	30%	Week 12/13
3. Class Participation	Individual: Ongoing	20%	
		100%	

**Academic Honesty & Plagiarism**


Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.



Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

**Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

**MKT3711 SERVICES MARKETING SCHEDULE & OUTLINE**

Week	Topic	Activities preparation, readings & assessment
1	<b>Introduction to Services Marketing</b> <ul style="list-style-type: none"> <li>Emergence of the service economy in Singapore and the world</li> <li>Define service &amp; service organization</li> <li>7P and the Characteristics of service</li> </ul>	Essentials of Services Marketing, Chapter 1, Additional readings
2	<b>Make sense of the Service Customers</b> <ul style="list-style-type: none"> <li>Three-stage model of service consumption</li> <li>Consumer Attachment Model</li> </ul>	Essentials of Services Marketing, Chapter 2, Additional readings
3	<b>Applying the Marketing Mix to Services</b> <ul style="list-style-type: none"> <li>Developing a service product</li> <li>How to Price a service</li> <li>Service distribution</li> <li>Promoting Services and Educating Customers</li> </ul>	Essentials of Services Marketing, Chapter 4-7, Additional readings  Formation of project groups (5-6 students in one groups)
4	<b>Beyond 4P: Design a Service Process</b> <ul style="list-style-type: none"> <li>Designing &amp; managing service process through service blueprint</li> <li>Customer Journey Mapping</li> <li>Customer participation in the service process</li> </ul>	Essentials of Services Marketing, Chapter 8. Additional readings
5	<b>Beyond 4P: Crafting a Service Environment (Physical Evidence)</b> <ul style="list-style-type: none"> <li>What is a service environment?</li> <li>Design the 'service-scape'</li> <li>Managing the four customer responses</li> <li>The Branded experience</li> </ul>	Essentials of Services Marketing, Chapter 10, Additional readings
6	<b>Beyond 4P: Managing Service People</b> <ul style="list-style-type: none"> <li>Managing people with service advantage</li> <li>How to hire the right people</li> <li>Service culture</li> </ul>	Essentials of Services Marketing, Chapter 11, Additional readings
<b>RECESS WEEK</b>		
7	<b>Managing the Service Relationship</b> <ul style="list-style-type: none"> <li>Managing relationship, building loyalty &amp; creating value</li> <li>The wheel of loyalty</li> <li>Customer Relationship Management</li> </ul>	Essentials of Services Marketing, Chapter 12, Additional readings
8	<b>Positioning Services in Competitive Markets</b> <ul style="list-style-type: none"> <li>Customer driven service marketing strategy</li> <li>Principles of positioning services</li> <li>Develop a positioning strategy</li> </ul> <p style="text-align: center;"> <b>Assessment 1:</b> <b>Submission of Individual written assignment (50%)</b></p>	Essentials of Services Marketing, Chapter 3, Additional readings

9	<b>Capacity management &amp; planning for service organisation</b> <ul style="list-style-type: none"> <li>• Understand service demand pattern</li> <li>• Managing queue in services</li> <li>• Customers' perception of waiting</li> </ul>	Essentials of Services Marketing, Chapter 9, Additional readings
10	<b>Performance Measurement &amp; Service Quality</b> <ul style="list-style-type: none"> <li>• Kaplan's Balanced Scorecard</li> <li>• Cost of Quality</li> <li>• The SERVQUAL Model</li> </ul>	Essentials of Services Marketing, Chapter 14, Additional readings
11	<b>Building a World Class Service Organisation</b> <ul style="list-style-type: none"> <li>• Alignment of organizational mission &amp; vision</li> <li>• Internal &amp; external environment</li> <li>• The Dilemma - self-service vs customer service</li> </ul>	Essentials of Services Marketing, Chapter 15, Additional readings  <a href="https://www.youtube.com/watch?v=ad-GuV6YIMI">https://www.youtube.com/watch?v=ad-GuV6YIMI</a>
12	 <b>Assessment 2:</b> <b>Group project submission &amp; presentation (30%)</b>	<b>All groups to submit project report online at least 24 hours before class</b> Presenting groups to submit hard copy power-point slides prior to presentation
13	 <b>Assessment 2:</b> <b>Group project submission &amp; presentation (30%)</b>	Presenting groups to submit hard copy power-point slides prior to presentation