

Module Outline

Module Code : MKT3412/MKT3711
Module Title : Services Marketing
Semester : Semester II, AY2122
Faculty : Assoc Prof Tambyah Siok Kuan
Department : Marketing
Email : biztsk@nus.edu.sg
URL : <https://bizfaculty.nus.edu.sg/faculty-details/?profid=84>
Telephone : (65) 6516-3155

Overview

Services form an essential component of many consumer societies around the world, and service experiences are an integral part of our lives. In this course, we will examine the development, distribution, pricing and promotion of services and how excellence in these areas results in offerings that are of value to consumers. We will also explore the human factor in services marketing (e.g., managing service staff, leadership, building loyal customers) and how processes, people and policies are managed to achieve and deliver exceptional service quality.

Module Objectives

At the end of the course, students will be able to:

- 1) understand and apply the extended marketing mix to services and the satisfaction of consumer needs
- 2) critically evaluate relevant research on services marketing
- 3) synthesize insights for incorporating services marketing concepts in enhancing service excellence and quality

The course operates on an interactive, discussion-based format. You will benefit most when you come to class prepared (i.e., having read the assigned readings and discussion questions, and are ready to share your views). Individual and group assignments are tailored to the learning goals for each semester, and are intended to provide a stimulating learning experience.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

The recommended textbook is Jochen Wirtz and Christopher Lovelock (2021), *Services Marketing: People, Technology, Strategy*, (9th Edition), World Scientific Press. Other readings (e.g., journal articles) will be made available in Library Resources (LumiNUS).

Assessment

| Assessment Components (<i>to be confirmed</i>) | Weightage |
|--|-----------|
| Class Participation | 20% |
| Individual Assignments (e.g., essay or test) | 40% |
| Group Assignments (e.g., project) | 40% |

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’s 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>

Schedule and Outline (to be confirmed)

PART I: UNDERSTANDING SERVICE PRODUCTS, MARKETS, AND CUSTOMERS

1. Creating Value in the Service Economy
2. Understanding Service Consumers

PART II: APPLYING THE 4 PS OF MARKETING TO SERVICES

3. Developing Service Products and Brands
4. Distributing Services Through Physical and Electronic Channels
5. Service Pricing and Revenue Management
6. Service Marketing Communications

Recess Week

PART III: MANAGING THE CUSTOMER INTERFACE

7. Designing Service Processes
8. Balancing Demand and Capacity
9. Crafting the Service Environment
10. Managing People for Service Advantage

PART IV: DEVELOPING CUSTOMER RELATIONSHIPS

11. Managing Relationships and Building Loyalty
12. Complaint Handling and Service Recovery

PART V: STRIVING FOR SERVICE EXCELLENCE

13. Improving Service Quality and Productivity