

Course Outline

Course Code : MKT3711
Course Title : Services Marketing
Semester : Semester 1, AY 2023/2024
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Important Notes for This Semester

We will be meeting F2F at the class venue. If you are unwell and not able to come to class, please email me to keep me updated.

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.

Course 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 chapters or readings, and**

considered your responses to the discussion questions provided), and are ready to share your views. Individual and group assessments are tailored to the learning goals for each semester, and are intended to provide a stimulating learning experience.

Textbook and Readings

The recommended textbook is Jochen Wirtz and Christopher Lovelock (2021), *Services Marketing: People, Technology, Strategy*, (9th Edition), World Scientific Press. You may use an older edition if you wish although examples may be updated in the current edition. Other readings (e.g., journal articles) will be made available in Canvas.

Assessments

| Assessment Components | Weightage |
|---|-----------|
| Class Participation | 25% |
| Individual Assignment – Feedback Analysis | 25% |
| Group Assignment – Servicescape Photo Essay | 20% |
| Group Assignment – Service Problem Analysis | 30% |

Assessments are designed to enhance self-paced learning and to support the application of key concepts – we learn by doing and trying out the concepts in real-world services experiences and problems encountered.

Please read through and comply with all the requirements. Failure to do so will result in a grade penalty. Please plan ahead as there will be no deadline extensions. **In particular, do not wait till the last minute to do your assessments** (e.g., the “Feedback Analysis” may require a longer lead time). You can upload your completed assessments at any time before the final due date into the appropriate folders in Canvas.

Expectations and guidelines are provided, but you will also be given room for creativity, experimentation and independent thought within these guidelines. More importantly, you should make an effort to communicate coherently in all your assessments.

Schedule – Topics, Chapters and Deadlines (August to November 2023)

| | | |
|-----------------|--|--------------|
| Session 1 | Creating Value in the Service Economy (Ch.1) | 17 August |
| Session 2 | Understanding Service Consumers (Ch.2) Service Marketing Communications (Ch.7) | 24 August |
| Session 3 | Developing Service Products and Brands (Ch. 4) Positioning Services in Competitive Markets (Ch.3) <u>Team Formation</u> | 31 August |
| Session 4 | Distributing Services Through Physical and Electronic Channels (Ch. 5) Service Pricing and Revenue Management (Ch.6) | 7 September |
| Session 5 | Designing Service Processes (Ch.8) | 14 September |
| Session 6 | Balancing Demand and Capacity (Ch.9) | 21 September |
| | Recess Week | 28 September |
| Session 7 | Crafting the Service Environment (Ch.10) <u>Group Assignment: Servicescape Photo Essay Due</u> | 5 October |
| Session 8 | Managing People for Service Advantage (Ch.11) | 12 October |
| Session 9 | Managing Relationships and Building Loyalty (Ch.12) <u>Individual Assignment: Feedback Analysis Due</u> | 19 October |
| Session 10 | Complaint Handling and Service Recovery (Ch.13) | 26 October |
| Session 11 | Improving Service Quality and Productivity (Ch.14) | 2 November |
| Session 12 | Project Presentations <u>Group Assignment: Project Presentation Materials due</u> | 9 November |
| Session 13 | Project Presentations | 16 November |
| Reading Week | <u>Peer Evaluations due</u> | 20 November |

Individual Assessments

Each student is individually responsible for **50%** of her/his grade for this course.

Class Participation (25%)

This involves showing an understanding of the critical issues raised in the readings, and a willingness to speak up and participate in the discussions. **It is the quality of your contribution that matters, not the quantity.** You should also pay attention to the ongoing discussion and show how your contribution adds value to our overall understanding of the issues discussed. **If you miss class, your class participation score will be adversely affected.**

There will be opportunities for class participation on various platforms – during our class sessions and shared Google documents. **You will be asked to keep track of your contributions in class through a self-scoring weekly Class Participation Survey in Canvas (Quizzes tab),** and there will be additional room in this survey to provide your views. I will review your responses after each session. Please note that I will be assessing your contributions during the discussions, and will be “moderating” these taking into account the performance of your peers. **Deadline for Class Participation Survey: 11.59pm on the next day (Friday) after your class session.**

Feedback Analysis (25%)

In this assignment, you will write a **Compliment or Complaint Letter** based on a real service encounter that you have experienced. The letter should be written in a detailed and professional style, clearly and objectively stating what happened, what the personal consequences were of this service encounter, and what you would like the company to do with your feedback.

You should obtain a **response from the company.** Make sure you follow up if you do not hear from them. Evaluate the company’s response, and provide **an analysis of your reflections about what the company has done.** **This is a three-part assignment: (1) Your letter (2) The company’s response (3) Your analysis.**

To ensure that the service experience is fresh in your memory, the service encounter should be no earlier than 19 July 2023. You should start writing this letter as soon as you are registered for the module to give the company time to respond and for you to follow up if they do not. The letter can be sent via electronic means, but please note that you should try, as far as possible, to write a proper letter. A short email or response to a survey sent by the company may not yield sufficient material to work with for this assessment.

There is no page limit for your letter and the company’s response but **the analysis should not be more than 600 words (double-spacing, 12-point font, 1 inch margins and with page**

numbers). In-text citations are part of the 600 word-limit for the write-up. This compliment or complaint letter, any follow-up correspondence and the analysis are due by **11.59pm Wednesday 18 October 2023 (Week 9)**. Please upload a soft-copy of all materials consolidated in one file (NOT three separate files) into the “Feedback Analyses” Folder in Canvas.

Before uploading your assignment, please remove or disguise any confidential identifying material (e.g., your address, account number, handphone number, etc). If you are enclosing information from screen shots, please make sure the images are clear and large enough. If not, please extract and type the information into your submission. We will discuss this assessment during Week 9 (for compliments) and Week 10 (for complaints).

You will be evaluated on your initial compliment and complaint letter and any follow-up correspondence (e.g., clarity of writing, coherence, etc). You will also be evaluated on how well you have used the concepts and theories discussed in class to analyse the response of the service provider to your compliment or complaint. You will be graded on the quality of your analysis and the extent to which you have presented your arguments in a systematic and compelling manner.

Group Assessments

There are two group assessments accounting for **50%** of your grade. The number of team members will depend on the class enrolment and we will form teams as soon as the add/drop exercise is over.

Servicescape Photo Essay (20%)

You and your teammates are required to **compare and contrast two servicescapes from a similar service industry in Singapore**. Please confirm your choice of servicescapes with me latest by Week 4 to avoid overlaps with other teams. Using **no more than 12 single photos (not collages of photos), detailed captions (2-3 sentences) for each photo, and a write-up (double-spacing, 12-point font, not more than 600 words)**, comment on your experiences visiting the servicescapes, what you have learned about the design of service environments, the positive and negative features of the servicescapes, and what (if necessary) can be done to improve them. Be creative in using all three elements of your photo essay (the photos, captions and write-up) to provide a holistic analysis.

The Photo Essay is due by **11.59pm Wednesday 4 October 2023 (Week 7)**. Please upload a soft-copy of your Photo Essay into the “Servicescape Photo Essays” Folder in Canvas. **When we meet for class during Session 7, please submit a hard-copy of the Photo Essay assignment to me.**

You will be evaluated on the quality of your photos, captions and write-up. The photos should be taken by you and not downloaded from any sources. They should be clear, well-composed and carefully chosen to represent key aspects of the servicescape that you wish to comment on. The captions should be descriptive without being wordy. Your write-up should incorporate the relevant concepts and theories with regard to your particular servicescape. Again, you will be graded on the quality of your analysis and the extent to which you have presented your arguments in a systematic and compelling manner.

Service Problem Analysis (30%)

You and your team mates will use insights from the course to analyze service problems faced by service providers in various industries in Singapore, and to suggest recommendations to overcome these challenges. **Please identify and confirm a service problem by Week 4 if possible, or latest by Week 5.** We will draw lots for the presentation dates.

Application of Services Marketing Concepts and Theories (20%)

Your team will be evaluated by how well you have used the concepts and theories discussed in class to: (a) gain insights into the challenges faced by service providers dealing with this service problem, and (b) derive key recommendations to manage this service problem. Your insights and recommendations should be substantiated and supported with appropriate resources and methods of analysis (e.g., secondary data, talking to customers and/or service providers, etc).

Presentation (10%)

You will be required to make an engaging and interesting “live” presentation (not a presentation video) lasting no more than **20 minutes**. Your presentation should highlight and articulate the key insights and recommendations. **Every team member must present.** A soft-copy of your presentation materials must be uploaded into the “Service Problem Analyses” Folder in Canvas **by 11.59pm Wednesday 8 November 2023 (Week 12) regardless of which week you are presenting.** A hard-copy of your presentation materials (2 slides per page) must be made available to me at the time of your presentation. No formal written report is required.

Peer Evaluations

Your contributions to the Group Assessments will also be evaluated by your team mates, and the grades may be adjusted based on this evaluation. You will not receive any marks for the Group Assessments if I do not receive your Peer Evaluation. **Deadline: 11.59pm on Monday 20 November 2023 (start of Reading Week)**

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>