

## Course Outline

**Course Code** : MKT3711  
**Course Title** : Services Marketing  
**Semester** : Semester 2, AY 2023/2024  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
**Email** : bzyblr@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### **Course Description**

The purpose of the course is to provide you with an overview of the key strategic concepts and distinctive management issues in modern services marketing. The service sector is undergoing almost revolutionary changes daily. It affects how we do our business and the lifestyles that we lead.

Understanding services marketing becomes a crucial need to bridge customers' expectations and experiences. It is about understanding the customer and the need for service quality to satisfy those needs.

### **Course Objectives**

This course in Services Marketing aims to achieve the following:

1. Develop an understanding of the links between the service providers (people), the procedures (processes), and the physical evidence of the service offering.
2. Understand service quality management as the basis for developing customer satisfaction and develop skills in service quality measurement for continuous improvement.
3. Understand the importance of customer loyalty and retention, service recovery, customer relationship development and the role of internal marketing.
4. Consider the impact that modern technology has (Internet, etc) on managing the services marketing mix.

### **Recommended Text**

*(Tentative – to be confirmed when the semester commences)*

Jochen Wirtz and Christopher Lovelock (2022), **Services Marketing: People, Technology and Strategy**, World Scientific, 9<sup>th</sup> edition

### **Assessment Components**

*(Tentative. Will be confirmed when the semester commences)*

Class Participation	20%
Individual Assignment I	20%
Individual Assignment II	30%
Group Final Project	30%
<b>Total</b>	<b>100%</b>

### **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 doubts, you should consult your instructor.

#### **Additional guidance is available at:**

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

## Course Schedule

*(Tentative lesson plan. Will be confirmed when the semester commences)*

Lesson	Topic
1	Introduction to Services Marketing Understanding Service Consumers
2	Developing Service Products & Brands and Positioning Services
3	Distributing Services through Physical & Electronic Channels
4	Service Pricing & Revenue Management
5	(Re) Design the Service Process
6	Service Marketing Communications
	<b>Recess Week</b>
7	(Re) Design the Service Environment (Physical Evidence)
8	Capacity Management & Planning for Service Organisation
9	Performance Measurement & Service Quality
10	Managing People for Service Advantage
11	Checkpoint : check for understanding and project consultations
12	Group Presentations
13	Group Presentations