

## Course Outline

**Course Code** : MKT3711  
**Course Title** : Services Marketing  
**Semester** : Semester 2, AY 2025/2026  
**Faculty** : Assoc Prof Siok Kuan Tambyah  
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### Important Notes for This Semester

We will be meeting F2F at the class venue. If you are unwell or unable to come to class for any reason, please email me to keep me updated about your absence. **Please email me directly at [biztsk@nus.edu.sg](mailto:biztsk@nus.edu.sg) rather than through Canvas when you have any queries.**

### 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*, (9<sup>th</sup> 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.**

## 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 (e.g., 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 (under the “Quizzes” tab),** and there will be additional room in this survey to provide your views. You do not need to fill in this Survey if you are not physically present in class that week. 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 the Thursday after your class session for the week.**

### 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 22 December 2025.** 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 write a proper letter, not a short email. This will ensure you have 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. 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. Before uploading your materials, please remove or disguise any confidential information (e.g., your address, account number, handphone number, etc).

This compliment or complaint letter, any follow-up correspondence and the analysis are due by **11.59pm Monday 23 March 2026 (start of Week 10)**. Please upload **a soft-copy of all materials consolidated in one file (NOT three separate files)** into the "Feedback Analyses" Folder in Canvas. We will discuss this assessment during Week 10. **When we meet for class during Session 10, please submit a hard-copy of the Feedback Analysis assignment to me.**

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 relevant concepts and theories 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. You will be in the same team for both group assessments.

### **Servicescape Photo Essay (20%)**

You and your teammates are required to **compare and contrast two servicescapes from a service industry in Singapore**. Please confirm your choice of servicescapes with me 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 (not more than 600 words, double-spacing, 12-point font, 1-inch margins and with page numbers)**, comment on your experiences visiting the servicescapes, what you have learnt 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 Monday 9 March 2026 (start of Week 8)**. Please upload a soft-copy of your Photo Essay into the “Servicescape Photo Essays” Folder in Canvas.

**When we meet for class during Session 8, 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 relevant concepts and theories 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 Monday 6 April 2026 (start of 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 Friday 17 April 2026 (end of Week 13).**

## Academic Honesty and Plagiarism

Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity and 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. As noted in the **Code of Student Conduct**: "The University takes a strict view of cheating in any form, deceptive fabrication, plagiarism and violation of intellectual property and copyright laws. Any student who is found to have engaged in such misconduct is subject to disciplinary action by the University".

For this course, the use of generative AI tools is allowed if the use is duly acknowledged to comply with plagiarism regulation. You remain responsible for the quality of your work and its appropriate representation.

Taking shortcuts by using generative AI tools can be detrimental to your development of independent and critical learning skills. Often, we take shortcuts because we are running out of time. It will help if you plan ahead so that you can fully appreciate the learning from doing an assignment without relying on excessive AI usage.

**Additional guidance** can be found at:

Admission Condition: <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>

NUS Code of Student Conduct: <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Academic Integrity Essentials: <https://libguides.nus.edu.sg/new2nus/acadintegrity#s-lib-ctab-22144949-4>

Guidelines on the Use of AI Tools For Academic Work: <https://libguides.nus.edu.sg/new2nus/acadintegrity#s-lib-ctab-22144949-4>

**Schedule – Topics, Chapters and Deadlines (January to April 2026)**

Session 1	Creating Value in the Service Economy (Ch.1)
Session 2	Understanding Service Consumers (Ch.2) Service Marketing Communications (Ch.7)
Session 3	Developing Service Products and Brands (Ch. 4) Positioning Services in Competitive Markets (Ch.3) <b><u>Teams to be finalised</u></b>
Session 4	Distributing Services Through Physical and Electronic Channels (Ch. 5) Service Pricing and Revenue Management (Ch.6)
Session 5	Designing Service Processes (Ch.8)
Session 6	No class (Lunar New Year holiday)  Recess Week
Session 7	Balancing Demand and Capacity (Ch.9)
Session 8	Crafting the Service Environment (Ch.10) <b><u>Servicescape Photo Essay Due – 11.59pm Mon 9 Mar</u></b>
Session 9	Managing People for Service Advantage (Ch.11)
Session 10	Managing Relationships and Building Loyalty (Ch.12) Complaint Handling and Service Recovery (Ch.13) <b><u>Feedback Analysis Due – 11.59pm Mon 23 Mar</u></b>
Session 11	Improving Service Quality and Productivity (Ch.14)
Session 12	Project Presentations <b><u>Project Presentation Materials due – 11.59pm Mon 6 Apr</u></b>
Session 13	Project Presentations <b><u>Peer Evaluations due – 11.59pm Fri 17 Apr</u></b>