

**School of Business & Economics**

**Department of Marketing & International Business**

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| **Course Name** | **Services Marketing** |
| **Course Code**  **& Section No.** | **MKT 412** |
| **Semester** | **Spring 2020** |

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| **Instructor Name** | Mahtab Muntazeri |
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| **Department** | Marketing & International Business |
| **Links** | North South University Website: <http://www.northsouth.edu>  Website for my courses: http://www.mahtab-nsu.weebly.com |

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| Course and Section Information | |
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| **Class Time & Location** |  | |
| **Course Prerequisite(s)** | MKT 202 | |
| **Course Credit Hours** | 3 | |
| **Course Description** | The course primarily supplements basic marketing and marketing strategy courses by focusing on problems and strategies specific to service marketers. Problems commonly encountered in marketing services -- such as inability to maintain inventory, difficulty in synchronizing demand and supply, difficulty in sustaining quality, difficulty in standardizing in service performance -- will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed. The emphasis will be on service in general rather than on any particular industry (such as bank marketing). However, concepts will be illustrated using cases, examples, and exercises in service industries such as the hospitality industry, financial planning, airlines, communication as well as manufacturing and high tech industries (both of which depend heavily on services to provide value).The course will investigate the nature of services and relevant models, concepts, tactics and strategies for solving service related problems, improving the service quality while ensuring customer satisfaction. | |
| **Course Objectives** | The chances are when you graduate; there will be 2-3 times the number of jobs in a service oriented business then in a product oriented business. The course aims to enlighten students on the following issues:   * Provide a better understanding of the crucial and growing role played by services in the world economy * Enable appreciation for the unique challenges inherent in developing, marketing and delivering quality services and to provide strategies and tools for addressing these challenges * Aid in understanding the crucial role of inter-functional coordination necessary to deliver quality services * Decipher the specific consumer behavior aspects relating to services * Enable service design/redesign through marketing research, monitoring performance and blueprinting for efficient delivery | |
| **Student Learning Outcomes** | On successfully completing this course, students will be able to   1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities; 2. Demonstrate a knowledge of the extended marketing mix for services; 3. Recognize the challenges faced in services delivery as outlined in the services gap model, in the theory of zone of tolerance; 4. Demonstrate integrative knowledge of marketing issues in teams associated with service productivity, perceived quality, customer satisfaction and loyalty; 5. Conduct an investigation of service delivery systems, collecting, analyzing data, and synthesizing information to provide valid recommendations and communicate outcomes employing professional discourse and formats. | |

**Mapping of Course Outcomes with Program Outcomes, Delivery Methods and Assessment Strategies**

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|  | **Course Outcomes (CO)** | **Bloom’s taxonomy**  **domain/level**  *(***C***: Cognitive*  **P***: Psychomotor*  **A***:Affective)* | **Delivery methods**  **and activities (faculty members can choose any number of tools)** | **Assessment**  **tools**  **(faculty members can use any number of tools)** |
| **LO-1** | Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities | **C1,C2** | |  | | --- | | Lecture, Discussion | | |  | | --- | | Quiz,  Midterm exam  Assignment | |
| **LO-2** | Demonstrate a knowledge of the extended marketing mix for services | **C2, A2** | Lecture, in-class group discussion,   |  |  | | --- | --- | |  |  | | Case,   |  | | --- | | Midterm exam, Assignment | |
| **LO-3** | Recognize the challenges faced in services delivery as outlined in the services gap model, in the theory of zone of tolerance | **C2** | Lecture,  Discussion, Videos   |  | | --- | |  | | Quiz, workshop, Midterm Exam |
| **LO-4** | Demonstrate integrative knowledge of marketing issues in teams associated with service productivity, perceived quality, customer satisfaction and loyalty | **A3** | Lecture,  Discussion, Videos | Demonstration,  Role-play,  Quiz,  Service encounter presentation  Final Exam |
| **LO-5** | Conduct an investigation of service delivery systems, collecting, analyzing data, and synthesizing information to provide valid recommendations and communicate outcomes employing professional discourse and formats | **C4 & P1** | Lecture  Video  Demonstration | Service audit report  Debate  Assignment,  Final Exam |

Cognitive domain (knowledge-based): **C**

1: Knowledge, 2: Comprehension, 3 Application, 4 Analysis, 5: Synthesis, 6: Evaluation

The affective domain (emotion-based): **A**

1: Receiving, .2: Responding, 3: Valuing, 4: Organizing, 5: Characterizing

The psychomotor domain (action-based): **P**

1: Perception, 2: Set, 3: Guided response, 4: Mechanism, 5: Complex overt response, 6: Adaptation,   
7: Origination

**RECOMMENDED TEXT(s) – Primary Supplementary**

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| --- | --- | --- | --- | --- |
| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Christopher Lovelock, Jochen Wirtz and Jayanta Chatterrjee | Services Marketing- People, Technology, Strategy | 7th, 2007 | Prentice Hall | 0131875523 |

**Supplementary**

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| --- | --- | --- | --- | --- |
| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Valarie A. Zeithaml and Mary Jo Bitner | Services Marketing | 5th, 2006 | Mcgraw-Hill | 0073380938 |
| James A. Fitzsimmons and Mona J. Fitzsimmons | Service Management-Operations, Strategy, Information Technology | 5th, 2008 | Tata Mcgraw-Hill | 9780070615663 |

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Handouts/Internet | Information about international marketing environment | Academic and trade articles | The instructor will provide and/or direct to the sources. |

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| Teaching Strategy |

The classes will be conducted through various activities including presentation of international marketing concepts and issues, discussion and exchanges of ideas related to international marketing environment, student initiative and active involvement, cases abstracting actual business practices, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Attendance & class participation | 5% |
| Quiz | 10% |
| Individual Presentation | 05% |
| Workshop/Role-play/Case | 05% |
| Group Project | 20% |
| Mid-Term | 25% |
| Final Exam | 30% |

NSU’s grading and performance evaluation policies will be followed in assigning your grade. Please note that all final grades are subject to departmental review and approval.

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| Classroom Rules of Conduct |

1. The ground rule for our class is respectful, open communication. We have many things to learn from one another. Every single question is appreciated!
2. When you come to the class, you become part of a learning community. Please be conscious of your community role, and work toward creating a healthy learning atmosphere in the class.
3. Don’t chat during the class. If you have to, then feel free not to attend the class at the expense of your attendance for the day. Inability to refrain from unnecessary, disruptive chatting may result in a request to leave the classroom.
4. If you have to leave the class when it is in progress, sit near the door and leave silently.
5. While in class, please switch off your cell phone. Inability to do so may result in some penalty.
6. You must seek permission before using any sort of electronic gadget in the class such as a laptop. Use of such gadgets for purposes other than note-taking during lectures is strictly prohibited.
7. Limit your eating while the class is in progress. Eat during the breaks.
8. **Academic Integrity Policy:** The School of Business and Economics does not tolerate academic dishonesty by its students. At a minimum, you must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications. You are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences. Please refer to NSU Code of Conduct at http://www.northsouth.edu/student-code-of-conduct.html

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| Exams and Make Up Exams Policy | | |
| Please note:   * You must come prepared for all your exams. * You must come on time. * Being late does not necessarily guarantee that you are going to get extra time for writing your tests and exam. * You must bring your own pencil, pen, eraser, calculator and any other permitted items that you may need and you are allowed during the tests and exam. * All cell phones must be switched off. * Any deviation from the standard procedures will not be taken lightly. * Any unfair means adopted in the tests and exam will be seriously dealt with. * Academic misconduct or failure to comply with NSU Examination Code of Conduct may result in F. | | |
| Attendance Policy | | |
| Simply attending the classes will not be sufficient to ensure good grades in class participation. Contributions to class discussion in terms of quality will be reckoned. | | |
| Communication Policy | | |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours | | |
| Tentative Course Contents and Schedule |  |

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| Week# | Class# | Day | Date | Topic |
| 1 | 1 | W | Jan 22 | **New Perspectives on Marketing in the Service Economy**  * Why Study Services? * What Are the Principal Industries of the Service Sector? * Powerful Forces Are Transforming Service Markets * What Are Services? * Extensive elaboration of Characteristics of services (Intangibility, Inseparability, variability/heterogeneity, Perishability, no ownership) |
| 2 | 2 | M | Jan 27 | * Four Broad Categories of Services—A Process Perspective * Services Pose Distinct Marketing Challenges * The Traditional Marketing Mix Applied to Services * The Extended Services Marketing Mix for Managing the Customer |
|  | 3 | W | Jan 29 | **Consumer Behavior in Services**   * The Three-Stage Model of Service Consumption * Service attributes (Search, Experience, Credence) * Perceived risks of purchasing and using Services * Service Encounter stage (Moment of truth, High contact to Low contact) * The servuction system * Theater as a metaphor for service delivery |
| 3 | 4 | M | Feb 03 | **Gaps Model of Service Quality**   * **Customer gap** * **Four Provider Gaps** |
|  | 5 | W | Feb 05 | **Zone of tolerance**   * Customer expectations of services * Expected service: Levels of expectations * **Factors that influence customer expectations of services**   + 1. **Sources of desired service expectations**     2. **Sources of adequate service expectations** |
| 4 | 6 | M | Feb 10 | **Designing the service concept**   * Core product * Supplementary services * Delivery processes * The flower of service * Service redesign strategy |
|  | 7 | W | Feb 12 | **Service Blue Print** |
| 5 | 8 | M | Feb 17 | **Workshop on Service Blue Print** |
|  | 9 | W | Feb 19 | **MID TERM** |
| 6 | 10 | M | Feb 24 | **Physical Evidences**   * What is the purpose of service environments/Physical Evidence * The Theory Behind Consumer Responses to Service Environments * Dimensions of the Service Environment |
|  | 11 | W | Feb 26 | **Employees role in Services**  * Importance of Service Employees * Role Stress in Frontline Employees * Emotional Labor * Cycle of Failure/ Mediocrity/ Success * The Wheel of Successful HR in Service Firms |
| 7 | 12 | M | Mar 02 | **Demand and Capacity Management strategy**  * Fluctuations in Demand (four states of demand fluctuation with diagram) * Managing Capacity * Stretching/shrinking capacity/chasing demand |
|  | 13 | W | Mar 04 | * Analyze Patterns of Demand &Managing Demand * Inventory Demand Through Waiting Lines and Queuing Systems * Type of queuing system with visual configurations * Customer Perceptions of Waiting Time |
| 8 | 14 | M | Mar 09 | **Employees role in Services**   * The Search for Customer Loyalty * Understanding the Customer-Firm Relationship * The Wheel of Loyalty * Building a Foundation for Loyalty * Creating Loyalty Bonds |
|  | 15 | W | Mar 11 | **Service Recovery Strategies**   * Service failure and recovery * Causes Behind Service Switching * Courses of Action Open to a Dissatisfied Customer * Type of Complainers |
| 9 | 16 | M | Mar 16 | * Justice Dimensions of the Service Recovery Process * Service recovery paradox * Service Guarantees * Types of Service Guarantees * Characteristics of an Effective Service Guarantee |
|  | 17 | W | Mar 18 | Role-play |
| 10 | 18 | M | Mar 23 | **Tools for Improving Service Productivity and Quality**   * Different Perspectives of Service Quality * Measuring and Improving Service Quality * **SERVQUAL** |
|  | 19 | W | Mar 25 | * Soft and Hard Measures of Service Quality * Service Quality Index—SQI * **Fishbone Diagram** * Cause-and-Effect Chart/ Fishbone analysis |
| 11 | 20 | M | Mar 30 | Service Encounter Presentation |
|  | 21 | W | April 01 | Service Encounter Presentation |
| 12 | 22 | M | April 06 | **Service Audit Submission & Presentation** |
|  | 23 | W | April 08 | **Service Audit Submission & Presentation** |
| 13 | 24 | M | April 13 | **Review** |

\*\*\***The faculty reserves the right to make changes to the course outline.**