

City University of Hong Kong

**Information on a Course
offered by Department of Marketing
with effect from Semester A in 2012/2013**

Part I

Course Title: _____ Services Marketing _____

Course Code: _____ FB6622 _____

Course Duration: _____ 6 Weeks, 1 Semester _____

Credit Units: _____ 3 _____

Level: _____ P6 _____

Medium of Instruction: _____ English _____

Prerequisites: _____ NIL _____

Precursors: _____ NIL _____

Equivalent Courses: _____ MKT6622 Services Marketing _____

Exclusive Courses: _____ NIL _____

Part II

Course Aims

- (a) understand the characteristics of service;
- (b) identify and address the marketing-relevant differences between services and goods;
- (c) understand and address the current challenges in marketing services.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Explain the impact of service in an organization; Compare and contrast traditional and service marketing (DEC-related Attitude)	1
2.	Define and measure service quality; (DEC-related Ability)	2
3	Identify the opportunities for improving service quality using the 5 gap models (DEC-related Ability)	2
4.	Design service process using different tools for creating delightful services. (DEC-related Accomplishment)	3
5.	Integrate operations and human resource management strategies into service marketing strategies; (DEC-related Ability)	3

(1: Least important CILO; 2: Important CILO; 3: Most important CILO)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: Lectures

Concepts and knowledge of services marketing are explained and discussed.

TLA2: Guest Talks

Senior executives of renowned service organizations are invited to share their practical experience on marketing and managing services. The purpose is to enable students to comprehend how service strategies are designed and implemented.

TLA3: Debates

Debates with topics related to services marketing will be organized to stimulate students' understanding and application of the taught theories and concepts.

CILO No	TLA1: Lectures	TLA2: Guest Talks	TLA3: Debates
CILO 1	1		1
CILO 2	2		1
CILO 3	1	1	1
CILO 4	2	2	2
CILO 5	2	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Class Discussion (10%)

Students are expected to participate actively in the class discussion.

AT2: Case Studies (20%)

Real life service case studies are provided to students. Students working in small teams need to apply customer service principles to identify services problems and develop recommendations.

AT3: Project (40%)

The project is to assess students' competence level to apply the learnt services marketing concepts to a real business situation as well as working effectively as a team. Students need to present to the class a summary of the group project. The presentation is designed to gauge students' communication and presentation ability on services marketing information. Peer evaluation will be conducted.

AT4: Examination (30%)

The examination will be in two hours. It is designed to assess students' understanding on services marketing concepts and knowledge, as well as the ability to apply them to solve business problems in various situations.

CILO No	AT1: Class Discussion (10%)	AT2: Case Studies (20%)	AT3: Project (40%)	AT4: Examination (30%)
CILO 1	1	1	1	1
CILO 2	1	1	2	2
CILO 3	1	1	2	2
CILO 4	2	2	2	2
CILO 5	2	2	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Class Discussion

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Able to always present and communicate services marketing ideas excellently in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. 2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of services marketing strategy and concepts.	1. Able to frequently present and communicate services marketing ideas acceptably in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. 2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of services marketing strategy and concepts.	1. Occasionally present and communicate services marketing ideas in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. 2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of services marketing strategy and concepts.	1. Occasionally present and communicate services marketing ideas fairly in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. 2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of services marketing strategy and concepts.

Grading Criteria of Assessment Task 2: Case Studies

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Able to identify all service problems correctly and recommend innovative and/or quality solutions.</p> <p>2. Show excellent command of customer service principles and other services marketing knowledge in analyzing real business situations.</p> <p>3. Demonstrate excellent communication skills.</p>	<p>1. Able to identify most service problems correctly and recommend quality solutions.</p> <p>2. Show good command of customer service principles and other services marketing knowledge in analyzing real business situations.</p> <p>3. Demonstrate good communication skills.</p>	<p>1. Able to identify some service problems correctly and recommend some quality solutions.</p> <p>2. Show acceptable command of customer service principles and other services marketing knowledge in analyzing real business situations.</p> <p>3. Demonstrate acceptable communication skills.</p>	<p>1. Able to identify a few service problems correctly and recommend fair solutions.</p> <p>2. Show marginal command of customer service principles and other services marketing knowledge in real business situations.</p> <p>3. Demonstrate marginal communication skills.</p>

Grading Criteria of Assessment Task 3: Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Able to apply service research to identify all service problems excellently and recommend innovative and/or quality solutions.</p> <p>2. Show excellent command of managerial and analytical skills to current service marketing issues.</p> <p>3. Demonstrate effective project management skills, and excellent oral and written communication skills.</p>	<p>1. Able to apply service research to identify most service problems and recommend quality solutions.</p> <p>2. Show good command of managerial and analytical skills to current service marketing issues.</p> <p>3. Demonstrate good project management skills, good oral and written communication skills.</p>	<p>1. Able to apply service research to identify some service problems and recommend some quality solutions.</p> <p>2. Show acceptable command of managerial and analytical skills to current service marketing issues.</p> <p>3. Demonstrate acceptable project management skills, acceptable oral and written communication skills.</p>	<p>1. Able to apply service research to identify a few service problems and recommend fair solutions.</p> <p>2. Show marginal command of managerial and analytical skills to current service marketing issues.</p> <p>3. Demonstrate fair project management skills, fair oral and written communication skills.</p>

Grading Criteria of Assessment Task 4: Examination

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Able to recognize all of the services marketing concepts and theories. 2. Show excellent command of services marketing knowledge in analyzing services problems.	1. Able to recognize most of the services marketing concepts and theories. 2. Show good of services marketing knowledge in analyzing services problems.	1. Able to recognize some of the services marketing concepts and theories. 2. Show acceptable command of services marketing knowledge in analyzing services problems.	1. Able to recognize a few of the services marketing concepts and theories. 2. Show marginal command of services marketing knowledge in analyzing services problems.

Part III

Keyword Syllabus

Goods versus Services Marketing; Five key dimensions of service quality; Gap Model of Service Quality; Customer Expectations of Services; Customer Perceptions of Services; SERVQUAL; Segmentation; Retention; Service design and positioning; Setting Service Standards; Role of Customer Participation; Meeting Supply and Demand; Service Supply Chain Management; Empowerment; External Communication; Pricing of Services & Physical Evidence of Service

Recommended Reading

Text(s)

Valarie Zeithaml & Mary Bitner, *Services Marketing*, 2000, McGrawHill

Christopher H. Lovelock, *Services Marketing*, Prentice-Hall.

Other relevant updated papers and articles will be distributed and discussed in the lectures.

Online Resources

Nil.