

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2022/23**

Part I Course Overview

| | |
|--|--------------------|
| Course Title: | Services Marketing |
| Course Code: | FB6622 |
| Course Duration: | One Semester |
| Credit Units: | 3 |
| Level: | P6 |
| Medium of Instruction: | English |
| Medium of Assessment: | English |
| Prerequisites: <i>(Course Code and Title)</i> | Nil |
| Precursors: <i>(Course Code and Title)</i> | Nil |
| Equivalent Courses: <i>(Course Code and Title)</i> | Nil |
| Exclusive Courses: <i>(Course Code and Title)</i> | Nil |

Part II Course Details

1. Abstract

- (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.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|--|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Explain the impact of service in an organization; Compare and contrast traditional and service marketing | | ✓ | | |
| 2. | Define and measure service quality; | | | ✓ | |
| 3. | Identify the opportunities for improving service quality using the 5 gap models | | | ✓ | |
| 4. | Design service process using different tools for creating delightful services; | | | | ✓ |
| 5. | Integrate operations and human resource management strategies into service marketing strategies. | | | ✓ | |
| | | 100% | | | |

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

| TLA | Brief Description | CILO No. | | | | | Hours/week (if applicable) |
|----------------|--|----------|---|---|---|---|-------------------------------|
| | | 1 | 2 | 3 | 4 | 5 | |
| 1. Lectures | Concepts and knowledge of services marketing are explained and discussed. | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 2. Guest Talks | Senior executives of renowned service organizations are invited to share their practical experience on marketing and managing services. | | | ✓ | ✓ | ✓ | |
| 3. Debates | Debates with topics related to services marketing will be organized to stimulate students' understanding and application of the taught theories and concepts | ✓ | ✓ | ✓ | ✓ | ✓ | |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | | | Weighting | Remarks |
|---|----------|---|---|---|---|-----------|---------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Continuous Assessment: 100% | | | | | | | |
| 1. Class Discussion | ✓ | ✓ | ✓ | ✓ | ✓ | 20% | |
| 2. Case Studies | ✓ | ✓ | ✓ | ✓ | ✓ | 20% | |
| 3. Project | ✓ | ✓ | ✓ | ✓ | ✓ | 60% | |
| Examination: 0% (duration: hours, if applicable) | | | | | | 100% | |

1: Class Discussion (20%)

Students are expected to participate actively in the class discussion.

2: 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.

3: Project (60%)

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.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|------------------|--|---|--|--|--|
| Class Discussion | Understanding of services marketing concepts and class participation | <ul style="list-style-type: none"> • 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. • Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • 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. • Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • Occasionally present and communicate services marketing ideas in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. • Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • Not able to present and communicate services marketing ideas excellently in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. • Not active in class discussion by offering no ideas and asking very few questions related to the practice of services marketing strategy and concepts. |
| Case Studies | Application of customer service principles to identify services problems and develop recommendations | <ul style="list-style-type: none"> • Able to identify all service problems correctly and recommend innovative and/or quality solutions. • Show excellent command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate excellent communication skills. | <ul style="list-style-type: none"> • Able to identify most service problems correctly and recommend quality solutions. • Show good command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate good communication skills. | <ul style="list-style-type: none"> • Able to identify some service problems correctly and recommend some quality solutions. • Show acceptable command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate acceptable communication skills. | <ul style="list-style-type: none"> • Not able to identify all service problems correctly and recommend innovative and/or quality solutions. • Show poor command of customer service principles and other services marketing knowledge in analyzing real business situations. • Poor communication skills. |
| Project | Competence level to apply the learnt services marketing concepts | <ul style="list-style-type: none"> • Able to apply service research to identify all service problems | <ul style="list-style-type: none"> • Able to apply service research to identify most service problems and | <ul style="list-style-type: none"> • Able to apply service research to identify some service problems and | <ul style="list-style-type: none"> • Not able to apply service research to identify a service problems and |

| | | | | | |
|--|--|--|---|--|--|
| | | <p>excellently and recommend innovative and/or quality solutions.</p> <ul style="list-style-type: none"> • Show excellent command of managerial and analytical skills to current service marketing issues. • Demonstrate effective project management skills, and excellent oral and written communication skills. | <p>recommend quality solutions.</p> <ul style="list-style-type: none"> • Show good command of managerial and analytical skills to current service marketing issues. • Demonstrate good project management skills, good oral and written communication skills. | <p>recommend some quality solutions.</p> <ul style="list-style-type: none"> • Show acceptable command of managerial and analytical skills to current service marketing issues. • Demonstrate acceptable project management skills, acceptable oral and written communication skills. | <p>recommend fair solutions.</p> <ul style="list-style-type: none"> • Show poor command of managerial and analytical skills to current service marketing issues. • Demonstrate poor project management skills, fair oral and written communication skills. |
|--|--|--|---|--|--|

Applicable to students admitted before Semester A 2022/23

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|------------------|--|---|--|--|--|--|
| Class Discussion | Understanding of services marketing concepts and class participation | <ul style="list-style-type: none"> • 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. • Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • 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. • Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • Occasionally present and communicate services marketing ideas in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. • Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of services marketing strategy and concepts. | <ul style="list-style-type: none"> • 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. • 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. | <ul style="list-style-type: none"> • Not able to present and communicate services marketing ideas excellently in oral and/or written format to analyze customers, competitors and other service issues in weekly classes. • Not active in class discussion by offering no ideas and asking very few questions related to the practice of services marketing strategy and concepts. |
| Case Studies | Application of customer service principles to identify services problems and develop recommendations | <ul style="list-style-type: none"> • Able to identify all service problems correctly and recommend innovative and/or quality solutions. • Show excellent command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate excellent communication skills. | <ul style="list-style-type: none"> • Able to identify most service problems correctly and recommend quality solutions. • Show good command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate good communication skills. | <ul style="list-style-type: none"> • Able to identify some service problems correctly and recommend some quality solutions. • Show acceptable command of customer service principles and other services marketing knowledge in analyzing real business situations. • Demonstrate acceptable communication skills. | <ul style="list-style-type: none"> • Able to identify a few service problems correctly and recommend fair solutions. • Show marginal command of customer service principles and other services marketing knowledge in real business situations. • Demonstrate marginal communication skills. | <ul style="list-style-type: none"> • Not able to identify all service problems correctly and recommend innovative and/or quality solutions. • Show poor command of customer service principles and other services marketing knowledge in analyzing real business situations. • Poor communication skills. |

| | | | | | | |
|---------|--|--|--|---|--|--|
| Project | Competence level to apply the learnt services marketing concepts | <ul style="list-style-type: none"> • Able to apply service research to identify all service problems excellently and recommend innovative and/or quality solutions. • Show excellent command of managerial and analytical skills to current service marketing issues. • Demonstrate effective project management skills, and excellent oral and written communication skills. | <ul style="list-style-type: none"> • Able to apply service research to identify most service problems and recommend quality solutions. • Show good command of managerial and analytical skills to current service marketing issues. • Demonstrate good project management skills, good oral and written communication skills. | <ul style="list-style-type: none"> • Able to apply service research to identify some service problems and recommend some quality solutions. • Show acceptable command of managerial and analytical skills to current service marketing issues. • Demonstrate acceptable project management skills, acceptable oral and written communication skills. | <ul style="list-style-type: none"> • Able to apply service Research to identify a few service problems and recommend fair solutions. • Show marginal command of managerial and analytical skills to current service marketing issues. • Demonstrate fair project management skills, fair oral and written communication skills. | <ul style="list-style-type: none"> • Not able to apply service research to identify a service problems and recommend fair solutions. • Show poor command of managerial and analytical skills to current service marketing issues. • Demonstrate poor project management skills, fair oral and written communication skills. |
|---------|--|--|--|---|--|--|

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

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

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

| | |
|----|-----|
| 1. | Nil |
|----|-----|

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

| | |
|----|---|
| 1. | Valarie Zeithaml & Mary Bitner, Services Marketing, McGrawHill |
| 2. | Christopher H. Lovelock, Services Marketing, Prentice-Hall. |
| 3. | Other relevant updated papers and articles will be distributed and discussed in the lectures. |