

MKT5649: MANAGING SERVICES AND EXPERIENCES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Managing Services and Experiences

Subject Code

MKT - Marketing

Course Number

5649

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

One Summer Term (2 meetings per week) / One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

- i. To provide the key concepts of services and experience marketing and management. In particular, the service & experience design and delivery on both online and offline will be discussed.
- ii. To provide the experience creation strategy such as virtual reality and gamification based on different service design and delivery.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify the major issues in characteristics of services and experience.		x		
2	Identify and analyze service marketing challenges faced by online and offline services organizations.		x		
3	Demonstrate competence in selecting, analyzing and evaluating marketing strategy in services and experiences based organizations.				x
4	Apply analytical models and approaches to devise effective and creative solutions to service and experience management issues.				x
5	Work productively as part of a team, and in particular, communicate and present marketing information effectively in written and electronic formats in a collaborative environment.			x	

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will apply concepts and general knowledge of marketing services and experiences through lectures and classroom discussions. Students will discuss service design and delivery using case study and in-class individual and class activities.	1, 2, 3, 4, 5	
2	Class Activities	Students will discuss knowledge and applications of service and experience design and delivery through class activities which will foster dynamic thinking and stimulate intellectual exchanges.	1, 2, 3, 4	
3	Group Task	Students will have substantial understanding of concepts and models on Managing Services and enhancing Customer Experience via participate in different group tasks.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3, 4, 5	20	
2	Individual learning reports	2, 3, 4	30	
3	Group Project and Presentation	1, 2, 3, 4, 5	50	

Continuous Assessment (%)

100

Additional Information for ATs**Regulation of the Course**

Nil.

Assessment Rubrics (AR)**Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.2 Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.1 Communicate ideas effectively and excellently on an assigned topic in oral and electronic format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.2 Able to suggest outstanding marketing actions and ideas using a creative approach.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.3 Show excellent coverage of materials and contents and demonstrate excellent written skills.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1 Show excellent command of all aspects by integrating major services & experience marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.2 Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by service organizations.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.3 Present and organize marketing information excellently in a business report format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.4 Present and communicate marketing information effectively and excellently in oral and electronic format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.5 Provide quality answers to questions raised in the presentation Q & A session.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.2 Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Communicate ideas effectively and excellently on an assigned topic in oral and electronic format.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.2 Able to suggest outstanding marketing actions and ideas using a creative approach.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual learning report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.3 Show excellent coverage of materials and contents and demonstrate excellent written skills.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

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(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

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Part III Other Information

Keyword Syllabus

Main features of service and experience marketing. Marketing environment in online & offline service, Service and experience marketing, Buying Behaviour in virtual environment, Service and experience creation design and delivery. Marketing Mix of service and experience based industries. Applications of virtual reality and gamification in service and experience marketing. Competitive strategies in services and experience based corporations.

Reading List

Compulsory Readings

Title	
1	Services Marketing by Valarie A. Zeithaml and Mary Jo Bitner, McGraw-Hill, (the latest edition).

Additional Readings

Title	
1	Essentials of Services Marketing, by Jochen Wirtz, Pearson Higher Education.
2	Managing Customer Experience and Relationships, A strategic Framework, Don Peppers and Martha Rogers. Wiley