

# FB6622A: SERVICES MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Services Marketing

### Subject Code

FB - College of Business (FB)

### Course Number

6622A

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

1

### 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

- (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)

| CILOs |                                                                                                          | Weighting (if DEC-A1 app.) |   | DEC-A2 | DEC-A3 |
|-------|----------------------------------------------------------------------------------------------------------|----------------------------|---|--------|--------|
| 1     | Explain the impact of service in an organization; Compare and contrast traditional and service marketing |                            | x |        |        |
| 2     | Describe the measurement of service quality;                                                             |                            |   | x      |        |
| 3     | Identify the opportunities for improving service quality using the 5 gap models                          |                            |   | x      |        |
| 4     | Design service process using different tools for creating delightful services;                           |                            |   |        | x      |
| 5     | Apply operations and human resource management strategies into service marketing strategies.             |                            |   | 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    | Student will discuss the concepts and knowledge of services marketing.                                                                                                                              | 1, 2, 3, 4, 5 |                            |
| 2    | Guest Talks | Students will have the opportunity to learn from the practical experience of senior executives from renowned service organizations as they share their insights on marketing and managing services. | 3, 4, 5       |                            |

|   |         |                                                                                                                                                                                                |               |  |
|---|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--|
| 3 | Debates | Students will discuss, clarify, and debate topics related to services marketing, which will be organized to stimulate their understanding and application of the theories and concepts taught. | 1, 2, 3, 4, 5 |  |
|---|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--|

**Assessment Tasks / Activities (ATs)**

|   | ATs              | CILO No.      | Weighting (%) | Remarks ("- " for nil entry) | Allow Use of GenAI? |
|---|------------------|---------------|---------------|------------------------------|---------------------|
| 1 | Class Discussion | 1, 2, 3, 4, 5 | 20            | -                            | Yes                 |
| 2 | Case Studies     | 1, 2, 3, 4, 5 | 20            | -                            | Yes                 |
| 3 | Project          | 1, 2, 3, 4, 5 | 60            | -                            | No                  |

**Continuous Assessment (%)**

100

**Additional Information for ATs**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.

**Assessment Rubrics (AR)****Assessment Task**

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

**Criterion**

Understanding of services marketing concepts and class participation

**Excellent**

(A+, A, A-)

- 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.

**Good**

(B+, B, B-)

- 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.

**Fair**

(C+, C, C-)

- 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.

### **Marginal**

(D)

- 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.

### **Failure**

(F)

- 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.

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### **Assessment Task**

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

### **Criterion**

Application of customer service principles to identify services problems and develop recommendations

### **Excellent**

(A+, A, A-)

- 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.

### **Good**

(B+, B, B-)

- 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.

### **Fair**

(C+, C, C-)

- 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.

### **Marginal**

(D)

- 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.

### **Failure**

(F)

- 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.
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### **Assessment Task**

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

### **Criterion**

Competence level to apply the learnt services marketing concepts

### **Excellent**

(A+, A, A-)

- 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.

### **Good**

(B+, B, B-)

- 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.

### **Fair**

(C+, C, C-)

- 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.

### **Marginal**

(D)

- 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.

### **Failure**

(F)

- 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.
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### **Assessment Task**

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

### **Criterion**

Understanding of services marketing concepts and class participation

### **Excellent**

(A+, A, A-)

- 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.

### **Good**

(B+, B)

- 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.

### **Marginal**

(B-, C+, C)

- 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.

### **Failure**

(F)

- 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.

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## **Assessment Task**

Case Studies (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Criterion**

Application of customer service principles to identify services problems and develop recommendations

### **Excellent**

(A+, A, A-)

- 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.

### **Good**

(B+, B)

- 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.

### **Marginal**

(B-, C+, C)

- 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.

### **Failure**

(F)

- 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.

### Assessment Task

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

### Criterion

Competence level to apply the learnt services marketing concepts

### Excellent

(A+, A, A-)

- 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.

### Good

(B+, B)

- 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.

### Marginal

(B-, C+, C)

- 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.

### Failure

(F)

- 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

### 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

### Reading List

### Compulsory Readings

| Title |     |
|-------|-----|
| 1     | Nil |

### Additional Readings

| Title |                                                                                               |
|-------|-----------------------------------------------------------------------------------------------|
| 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. |