

MKT 3412 SERVICE MARKETING
Department of Marketing, NUS Business School
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COURSE OBJECTIVES

This course is designed to:

- (1) Enrich your knowledge of the management and marketing of services.
- (2) Know how to apply the knowledge to solve real life problems.

Text Book

Jochen Wirtz and Christopher Lovelock, "Service Marketing: People Technology Strategy", 8th edition, World Scientific

EXPECTATIONS

- **Class Preparation:** You are expected to read the required readings before our class meeting.
- **Punctuality and Deadlines:** I expect you to be on time for classes. I understand that due to unforeseen circumstances, you may be occasionally late. However, being habitually late is an easy way of losing goodwill (i.e., not performing well on class participation).

GRADING SCHEME

Case reports	20%
Individual Assignments	30%
Group Project	30%
Class Participation	20%

Case reports

For each assigned case, please write a 2 page case report. Your case report should summarize the case, and provide answers to a couple of study questions.

GROUP PROJECT

For the group project, your team need to act as consultants and provide a solution for a service provider. Detailed information about the project will be released in the 4th week.

Individual Assignments (3 in total)

You will be asked to apply the knowledge learnt in this class to analyze several business problems.

You need to submit a written report with the limit of **3** pages (font size 11 or larger, double spaced). The topics will be released in class and you have one week to complete it.

CLASS PARTICIPATION

1. **The quality (more important) and quantity** of your contribution in class. Desired class participation includes providing insightful comments, answering questions asked in class, building others' opinions, or asking clarification questions.
2. **It is essential** for you to complete all homework assignments (e.g., reading case materials for discussion, assigned articles) to make high quality contribution.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

CLASS SCHEDULE

Week	Topics	Remarks and Readings
Week 1 (August 9)	National Day Holiday No Class	
Week 2 (August 16)	Introduction to Service Marketing: Marketing in Service Economy	Textbook Chapter 1
Week 3 (August 23)	Understand Service Quality: Gap Model	Textbook Chapter 14
Week 4 (August 30)	Understand Consumers: Understanding Consumer Behavior in Service Setting	Textbook Chapter 2
Week 5 (September 6)	Segmenting, Targeting and Positioning Services in a Competitive Market	Textbook Chapter 3
Week 6 (September 13)	Creating a service product_1	Textbook Chapters 4 and Chapter 10
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Week 7(September 27)	Creating a service product_2	
Week 8 (October 4)	Designing Service Processes	Chapter 8
Week 9 (October 11)	Managing Demand and Capacity	Chapter 9
Week 10 (October 18)	Managing People (Employees) for service excellence	Textbook 11
Week 11 (October 25)	Managing Customer Loyalty	Textbook Chapter 12
Week 12 (November 1)	Complaint Handling and Service Recovery	Textbook Chapter 13
Week 13 (November 8)	Project Presentation	