

MKT3412 SERVICES 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.

Reference Book

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

EXPECTATIONS

- **Class Preparation:** You are expected to read the required readings before our class meeting.
- **Punctuality:** 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).
- **Deadlines:** All deadlines are controlled by IVLE (the folders for submission will be turned off after the deadlines). Please make sure your submissions are successful before you log off from IVLE. There is a 10 min grace time for all deadlines but please avoid last minute submissions! If your submission is not successful due to technical reasons, please contact me via email (bizlx@nus.edu.sg) as soon as possible.
- **Mobile and Laptop Policies:** Please turn your mobile to silent mode, and log off from all social media platforms.

GRADING SCHEME

One-page Thought Papers (8)	40%
Group Project	30%
Class Participation	30%

One page thought paper

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

From Week 2 onward (8 topics in total), you need to write a thought paper based on a case or a discussion question (to be released in class). Please limit your thought papers to one page (A4 size or letter size, Font size 10+). Please submit each paper online **24 hours before our next class starts.**

GROUP PROJECT

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

CLASS PARTICIPATION

1. **The quality (more important) and quantity** of your contribution in class. Desired class participation includes presentations, 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.

CLASS SCHEDULE

Week	Topics	Remarks and Readings TBD
Week 1	Introduction to Service Marketing: Marketing in Service Economy	Discussion Topic for Week 2 released
Week 2	Understand Consumers: Understanding Consumer Behavior in Service Setting	Thought-paper 1 is due 24 hours before your class starts Discussion Topic for Week 3 released
Week 3	Understand Consumers: Managing Customers' Expectation and Perception	<ul style="list-style-type: none"> Shiv, Baba, Ziv Carmon, and Dan Ariely. "Placebo effects of marketing actions: Consumers may get what they pay for." Journal of marketing Research 42.4 (2005): 383-393. <p>Project Group Member information is due</p> <p>Thought-paper 2 (24 hours before class)</p> <p>Discussion Topic for week 4 released</p>
Week 4	Services Marketing 4Ps_Part1: Designing Service Products:	Discussion topic for week 5 released (case discussion)
Week 5	Services Marketing 4Ps_Part2: Designing Service Products: trendy topics	Case Discussion (not included in the textbook): Alibaba and O2O (the case will be distributed in week 4's class) Discussion Topic for Week 6 released
Week 6	Designing Service Processes and Managing Demand and Capacity: Big Data, and Services Marketing	Discussion Topic for Week 7 released
Reading Week		

Week 7	Crafting the Service Environment	Discussion Topic for Week 8 released
Week 8	Managing Customer Loyalty and Service Excellence _ Part 1	Discussion Topic for Week 9 released
Week 9	Managing Customer Loyalty and Service Excellence _Part 2	Discussion Topic for week 10 released
Week 10	Managing People (Employees) for service excellence	
Week 11	No Class Meeting	
Week 12	Project Presentation	
Week 13	Project Presentation	