

SERVICE MARKETING

Course Syllabus

1. General Information

Course name: **Service marketing**

Course code: **MAR**

Number of credits: **2**

Faculty: **Marketing**

Instructors:

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2. Objectives

This course aims to prepare students to understand what services marketing is and to become consumers and future managers able to think and act critically in this field. This awareness and appreciation of services would enable students to function as effective executives in a services market. They will be able to develop and implement sustainable and successful marketing strategies using various frameworks in understanding the customer, uncovering insights and formulating innovations in service business.

3. Abstract

The course aims to provide knowledge and skills on marketing in service business. The course begins with the overview of service business and service marketing, customer behavior in service business. Then, it discusses various decisions related to service marketing: service decisions, service pricing, service delivery, service marketing communication, service delivery process management, service provider management and service delivery environment management.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing; Consumer behavior

6. Learning Outcomes

1. Understand the foundations of service marketing
2. Understand customer requirements

3. Understand alignment between services design and standard
4. Understand the delivery and performance of services
5. Understand how to manage service promises
6. Understand service and the bottom line

7. Assessment Criteria

Learning outcomes On successful completion of this course a student will:	Assessment criteria for pass the student can
LO1 Understand the foundations of service marketing	<ul style="list-style-type: none"> • Understand how to define services and services marketing • Understand characteristics of Services • Understand the gaps model of service quality
LO2 Understand customer requirements	<ul style="list-style-type: none"> • Understand how to listen to customers through research • Understand how to build customer relationships • Understand service recovery
LO3. Understand aligning service design and standards	<ul style="list-style-type: none"> • Understand service innovation and design • Understand customer-defined service standards • Understand physical evidence and the servicescape
LO4 Understand the delivery and performance of service	<ul style="list-style-type: none"> • Understand employees' roles in Service • Understand customers' roles in Service • Understand managing demand and capacity
LO5 Understand how to manage service promises	<ul style="list-style-type: none"> • Understand integrated service marketing communications • Understand pricing of services
LO6 Understand service and the bottom line	<ul style="list-style-type: none"> • Understand the financial and economic impact of service

8. Outlines

Chapter 1: Introduction to Services

1.1 What are services?

- 1.2 Why service marketing?
- 1.3 Service and technology
- 1.4 Characteristics of services
- 1.5 Service marketing mix
- 1.6 Staying focused on the customer

Chapter 2: The Gaps Model of Service Quality

- 2.1 The customer gap
- 2.2 The provider gaps
- 2.3 Putting it all together: closing the gaps

Chapter 3: Putting It All Together: Closing the Gaps

- 3.1 Service expectations
- 3.2 Factors that influence customer expectations of service
- 3.3 Issues involving customers' service expectations

Chapter 4: Customer Perceptions of Service

- 4.1 Customer perceptions
- 4.2 Customer satisfaction
- 4.3 Service quality
- 4.4 Service encounters: the building blocks for customer perceptions

Chapter 5: Listening to Customers through Research

- 5.1 Using customer research to understand customer expectations
- 5.2 Elements in an effective service marketing research program
- 5.3 Analyzing and interpreting customer research findings
- 5.4 Using marketing research information upward communication

Chapter 6: Building Customer Relationships

- 6.1 Relationship marketing
- 6.2 Relationship value of customers
- 6.3 Relationship value of customers
- 6.4 Relationship development strategies
- 6.5 Relationship challenges

Chapter 7: Service Recovery

- 7.1 The impact of service failure and recovery
- 7.2 How customers respond to service failures
- 7.3 Service recovery strategies: fixing the customer
- 7.4 Service recovery strategies: fixing the problem
- 7.5 Service guarantees
- 7.6 Switching versus staying following service recovery

Chapter 8: Service Innovation and Design

- 8.1 Challenges of service innovation and design
- 8.2 Important considerations for service innovation
- 8.3 Types of service innovation
- 8.4 Stages in service innovation and development
- 8.5 Service blueprinting: A technique for service innovation and design

Chapter 9: Customer-Defined Service Standards

- 9.1 Factors necessary for appropriate service standards
- 9.2 Types of customer-defined service standards
- 9.3 Development of customer-defined service standards

Chapter 10: Physical Evidence and the Servicescape

- 10.1 Physical evidence
- 10.2 Types of servicescapes
- 10.3 Strategic roles of the servicescape
- 10.4 Framework for understanding servicescape effects on behavior
- 10.5 Guidelines for physical evidence strategy

Chapter 11: Employees' Roles in Service

- 11.1 Employees' roles in service
- 11.2 The critical role of service employees
- 11.3 Boundary-spanning roles
- 11.4 Strategies for delivering service quality through people
- 11.5 Customer-oriented service delivery

Chapter 12: Customers' Roles in Service

- 12.1 The importance of customers in service cocreation

12.2 Customers' roles

12.3 Self-service technologies—the ultimate in customer participation

12.4 Strategies for enhancing customer participation

Chapter 13: Managing Demand and Capacity

13.1 The underlying issue: lack of inventory capability

13.2 Capacity constraints

13.3 Demand patterns

13.4 Strategies for matching capacity and demand

13.5 Yield management: balancing capacity utilization, pricing, market segmentation, and financial return

13.6 Waiting line strategies: when demand and capacity cannot be matched

Chapter 14: Integrated Service Marketing Communications

14.1 The need for coordination in marketing communication

14.2 Key service communication challenges

14.3 Five categories of strategies to match service promises with delivery

Chapter 15: Pricing of Services

15.1 Three keyways that service prices are different for customers

15.2 Approaches to pricing services

15.3 Pricing strategies that link to the four value definitions

Chapter 16: The Financial and Economic Impact of Service

16.1 Service and profitability: the direct relationship

16.2 Offensive marketing effects of service: attracting more and better customers

16.3 Defensive marketing effects of service: customer retention

16.4 Customer perceptions of service quality and purchase intentions

16.5 The key drivers of service quality, customer retention, and profits

9. Required Textbooks

Zeithaml V.A et al (2017) Services Marketing: Integrating Customer Focus Across the Firm, 7th Edition, Mc Graw - Hill Education

10. Suggested Textbooks

Nguyễn Thị Hoàng Yến (2022), Giáo trình Marketing dịch vụ, Nhà Xuất bản Thông tin và Truyền thông

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1: Introduction to Services	<p>Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</p> <p>1.1 What are services?</p> <p>1.2 Why service marketing?</p> <p>1.3 Service and technology</p> <p>1.4 Characteristics of services</p> <p>1.5 Service marketing mix</p> <p>1.6 Staying focused on the customer</p> <p><u>Activity</u></p> <p>- Discuss case study</p>	
2	Chapter 2: The Gaps Model of Service Quality & Chapter 3: Putting It All Together: Closing the Gaps	<p>Chapter 2:</p> <p>2.1 The customer gap</p> <p>2.2 The provider gaps</p> <p>2.3 Putting it all together: closing the gaps</p> <p>Chapter 3</p> <p>3.1 Service expectations</p> <p>3.2 Factors that influence customer expectations of service</p> <p>3.3 Issues involving customers' Service Expectations</p> <p><u>Activity</u></p> <p>- Discuss case study</p> <p>- Answer students' questions on assignment</p>	<p>Before class:</p> <p>Reading: Chapter 2 & Chapter 3</p>
3	Chapter 4: Customer Perceptions of Service & Chapter 5: Listening to Customers through Research	<p>4.1 Customer perceptions</p> <p>4.2 Customer satisfaction</p> <p>4.3 Service quality</p> <p>4.4 Service encounters: The building blocks for customer perceptions</p> <p>5.1 Using customer research to understand customer expectations</p>	<p>Before class:</p> <p>Reading: Chapter 4 & 5</p>

Slot	Main contents	Specific contents and activities	Student's tasks
		5.2 Elements in an effective service marketing research program <u>Activity</u> - Discuss case study - Answer students' questions on assignment	
4	Chapter 5: Listening to Customers through Research & Chapter 6: Building Customer Relationships	5.3 Analyzing and interpreting customer research findings 5.4 Using marketing research information upward communication 6.1 Relationship marketing 6.2 Relationship value of customers <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 5
5	Chapter 6: Building Customer Relationships	6.1 Relationship marketing 6.2 Relationship value of customers 6.3 Relationship value of customers 6.4 Relationship development strategies 6.5 Relationship challenges <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 6
6	Chapter 7: Service Recovery	7.1 The impact of service failure and recovery 7.2 How customers respond to service failures 7.3 Service recovery strategies: fixing the customer 7.4 Service recovery strategies: fixing the problem 7.5 Service guarantees 7.6 Switching versus staying following service recovery <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 7
7	Chapter 8: Service Innovation and Design	8.1 Challenges of service innovation and design 8.2 Important considerations for service innovation	Before class: Reading: Chapter 8

Slot	Main contents	Specific contents and activities	Student's tasks
		8.3 Types of service innovation 8.4 Stages in service innovation and development 8.5 Service blueprinting: a technique for service innovation and design <u>Activity</u> - Discuss case study - Answer students' questions on assignment	
8	Midterm exam	Written exam	
9	Chapter 9: Customer-Defined Service Standards & Chapter 10: Physical Evidence and the Servicescape	9.1 Factors necessary for appropriate service standards 9.2 Types of customer-defined service standards 9.3 Development of customer-defined service standards 10.1 Physical evidence 10.2 Types of services capes 10.3 Strategic roles of the servicescape 10.4 Framework for understanding servicescape effects on behavior 10.5 Guidelines for physical evidence strategy <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 9 & 10
10	Chapter 11: Employees' Roles in Service	11.1 Employees' roles in service 11.2 The critical role of service employees 11.3 Boundary-spanning roles 11.4 Strategies for delivering service quality through people 11.5 Customer-oriented service delivery <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 11
11	Chapter 12: Customers' Roles	12.1 The importance of customers in service cocreation	Before class:

Slot	Main contents	Specific contents and activities	Student's tasks
	in Service	12.2 Customers' roles 12.3 Self-service technologies—the ultimate in customer participation 12.4 Strategies for enhancing customer participation <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 12
12	Chapter 13: Managing Demand and Capacity	13.1 The underlying issue: lack of inventory capability 13.2 Capacity constraints 13.3 Demand patterns 13.4 Strategies for matching capacity and demand 13.5 Yield management: balancing capacity utilization, pricing, market segmentation, and financial return 13.6 Waiting line strategies: when demand and capacity cannot be matched <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 13
13	Chapter 14: Integrated Service Marketing Communications	14.1 The need for coordination in marketing communication 14.2 Key service communication challenges 14.3 Five categories of strategies to match service promises with delivery 15.1 Three key ways that service prices are different for customers 15.2 Approaches to pricing services 15.3 Pricing strategies that link to the four value definitions <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Before class: Reading: Chapter 14
14	Chapter 15: Pricing	15.1 Three keyways that service prices	Before class:

Slot	Main contents	Specific contents and activities	Student's tasks
	of Services	are different for customers 15.2 Approaches to pricing services 15.3 Pricing strategies that link to the four value definitions <u>Activity</u> - Discuss case study - Answer students' questions on the assignment	Reading: Chapter 15
15	General review and discussion	Give a general review of the course's contents and discussion	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of the total scheduled learning slots.

Midterm exam

In the 8th slot, students will be given a case study/a scenario with some relevance to the Services marketing topics being discussed and be required to discuss or explain their point of view in a limited amount of class time.

Group Assignment

A group of 4-5 members is formed voluntarily. Each group will choose or be assigned to a scenario of a real firm. Some main tasks should be: (1) *Describe service marketing activities of the firm*; (2) *Evaluate strengths and weaknesses of the identified service marketing activities*; (3) *Explain the reason of strength and weakness*; (4) *Provide some recommendations for firms*. As a result of the group project, each group must deliver a report.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to Services marketing in the course.

