

SPECIFIC SYLLABUS

1. GENERAL INFORMATION

Title: SERVICES MARKETING

Course number: POHE-MKMA1107

Specialized Education Courses

Number of credits: 3 credits

- Theoretical hours: 25
- Discussion and group work hours: 20

Prerequisite: Principles of Marketing

2. LECTURER'S INFORMATION

Full name: Nguyen Hoai Long

Title: Lecturer, PhD

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Faculty/ Institute: Faculty of Marketing

3. COURSE DESCRIPTIONS

This course aims to help the student to understand the importance of services in the economy. It looks on the problem of defining services taking into consideration the unique elements and characteristics of the services system. The course focuses on applying modern marketing and management concepts in services sectors.

4. LEARNING RESOURCES : COURSE BOOKS, REFERENCE BOOKS, AND SOFTWARES

Course Book:

- Christopher Lovelock, Jochen Wirtz, Hean Tat Keh, Xiongwen Lu (2005). *Services Marketing in Asia 2e*. Prentice Hall.

Reference Books:

1. Christopher Lovelock, Lauren Wright (2002). *Principle of Service Marketing and Management 2e*. Prentice Hall.
2. Doug Hoffman, John Bateson (2010). *Service Marketing: Concepts, Strategies &*

5. COURSE GOALS

Goal	Goal Description	Program Learning Outcomes (PLO)	Capability Level
[1]	[2]	[3]	[4]
G1	Define typical characteristics and role of service; classify types of service.	PLO 1.2.5, 2.1	(I) and (II)
G2	Interpret and explain the differences and principles in doing marketing for services; and analyzing the service system of a service firm.	PLO 1.2.5, 2.1	(II) and (IV)
G3	Explain the customer behavior in purchasing services and analyze the customer behavior for a certain service. Explain and illustrate how service firms balances demand and capacity.	PLO 1.2.5, 2.1	(II) and (IV)
G4	Identify problems of service firm in case study by applying the principles of services marketing.	PLO 1.2.5, 2.1, 3	(II) and (III)
G5	Analyze, evaluate the marketing activity of certain service firms and propose solutions for improvement.	PLO 1.2.5, 2.1, 3	(III), (IV), (V) and (VI)

6. COURSE LEARNING OUTCOMES (CLO)

Goal	Course Learning Outcomes (CLO)	CLO Description	Capability Level
[1]	[2]	[3]	[4]
G1	CLO1.1	Define typical characteristics of service such as intangibility, perishability ..., and the increasing importance of service in the economy.	(I) and (II)
	CLO1.2	Categorize different types of service.	(II)
G2	CLO2.1	Interpret and explain the differences of service in comparison with physical goods.	(II)
	CLO2.2	Explain how the typical characteristics of services lead to differences in doing marketing for services.	(II)
	CLO2.3	Summarize the elements of services marketing mix.	(II)
	CLO2.4	Show and analyze a service system of a chosen service firm.	(II) and (IV)

	CLO2.5	Explain how to measure service quality	(II)
G3	CLO3.1	Explain the customer patterns in purchasing services like how they perceive risks and evaluate the service.	(II)
	CLO3.2	Analyze the customer behavior/purchasing process for a chosen service by conducting desk and field research.	(IV)
	CLO3.3	Presenting the characteristics of demand for services. Explain and illustrate how service firms balances demand and capacity.	(I) and (II)
G4	CLO4.1	Present marketing activity of service firm in case study based on the theory learned	(II)
	CLO4.2	Identify problems of that service firm by applying the principles of services marketing.	(III)
G5	CLO5.1	Analyze and evaluate the service marketing mix of chosen service firms by conducting desk and field research.	(IV) and (V)
	CLO5.2	Identify any problems that those firms might cope with in marketing program and propose solutions for improvement.	(III) and (VI)

7. COURSE ASSESSMENT

Type of Assessment	Content	Week	CLO	Assessment criteria	Proportion (%)
[1]	[2]	[3]	[4]	[5]	[6]
Participation Assessment		1-15		Evaluating participation of students in class, learning attitude and teamwork	10%
Mid-term assessment	Chapter 1,2,3,4	7	CLO1.1-1.2 CLO2.1-2.5 CLO3.1-3.3	Individual test	20%
Group project	Chapter 1 to 10	7,13,14,15	CLO3.1-3.3 CLO4.1-4.2 CLO5.1-5.2	Group presentation and full report	20%
Final-term Assessment	Chapter 1 to 11	After week 15	CLO1.1-1.2 CLO2.1-2.5 CLO3.1-3.3 CLO4.1-4.2 CLO5.1-5.2	Final individual test	50%

8. LESSON PLAN

Week	Content	CLO	Activities	Assessment
[1]	[2]	[3]	[4]	[5]
1	<p>CHAPTER 1 – OVERVIEW OF SERVICES MARKETING</p> <ul style="list-style-type: none"> - The importance of the service sector in different economies - Define service and different types of service - How services are different from physical goods? 	<p>CLO1.1, 1.2, CLO2.1, 2.2, 2.3</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Discussion: 1 	Participation
2	<p>CHAPTER 1 – OVERVIEW OF SERVICES MARKETING (cont.)</p> <ul style="list-style-type: none"> - How do these differences impact the way we market them? - The elements of the services marketing mix <p>CHAPTER 2: CONSUMER BEHAVIOR IN SERVICE ENCOUNTERS AND SERVICE SYSTEM</p> <ul style="list-style-type: none"> - Characteristics of consumer behavior - The purchase process for services <ul style="list-style-type: none"> • Needs and expectations of consumers for services • Perceived risks of customer • How customers evaluate services 	<p>CLO2.1, 2.2, 2.4, 2.5, CLO3.1, 3.2</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Discussion: 1 	Participation
3	<p>CHAPTER 2: CONSUMER BEHAVIOR IN SERVICE ENCOUNTERS AND SERVICE SYSTEM (cont)</p> <ul style="list-style-type: none"> - The servuction and service marketing system - Levels of customer contact with the service organizations 	<p>CLO3.1, 3.2</p>	<ul style="list-style-type: none"> - Lecturing: 1 - Reading at home: 1 - Discussion: 1 - Group activity - quiz: 1 	Participation
4	<p>CHAPTER 3: BALANCING DEMAND AND CAPACITY</p> <ul style="list-style-type: none"> - Exploring the challenges faced by services in managing capacity and demand - Managing supply (capacity) and 	<p>CLO3.3</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - discussion, quiz: 1 	Participation

	<p>demand in services business</p> <ul style="list-style-type: none"> - Efficiency and yield management 			
5	<p>CHAPTER 4 – CREATING THE SERVICE PRODUCT</p> <ul style="list-style-type: none"> - Overview of products and services - Attributes of service - Supplementary services - Services branding - New service development 	<p>CLO4.1, 4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - discussion, quiz: 1 	Participation
6	<p>1ST FIELD TRIP</p> <ul style="list-style-type: none"> - Identify the target customer of chosen service company - Analyze the customer behavior, service product decisions 	<p>CLO3.2-3.3 CLO4.1-4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Desk and field research: 3 	Individual participation and group work
7	<p>1ST FIELD TRIP REPORT</p> <p>Group presentation on results of the 1st field trip</p> <ul style="list-style-type: none"> - Midterm individual test 	<p>CLO3.2-3.3 CLO4.1-4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Presentation: 2 - Taking test: 1 	Participation Group presentation and individual test
8	<p>CHAPTER 5 – SERVICE PROCESS</p> <ul style="list-style-type: none"> - Develop a blueprinting for a service - Failure proofing for improving reliability of service processes - Service process redesign - The customer as co-producer - Problem of customer misbehavior 	<p>CLO4.1-4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - discussion, quiz: 1 	Participation
9	<p>CHAPTER 6 – SERVICE ENVIRONMENT - PHYSICAL EVIDENCE</p> <ul style="list-style-type: none"> - Roles of service environment in service delivery - Dimensions of the service environment - Types of service environment - Consumer responses to the service environment 	<p>CLO4.1-4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - case study: 1 	Participation
10	<p>CHAPTER 7 – PEOPLE IN SERVICE BUSINESS</p> <ul style="list-style-type: none"> - The role of people element in service business - Service staffs and their 	<p>CLO4.1-4.2 CLO5.1</p>	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - discussion, 	Participation

	<p>behavior</p> <ul style="list-style-type: none"> - The classification of service staffs - Decisions on people elements in services marketing 		quiz: 1	
11	<p>CHAPTER 8 –PRICING AND REVENUE MANAGEMENT</p> <ul style="list-style-type: none"> - Characteristics of service pricing - Method of service price setting - The relationship between price and customer perceived value - Service price management - Price and revenue management 	CLO4.1-4.2 CLO5.1	<ul style="list-style-type: none"> - Lecturing: 3 - Reading at home: 1 	Participation
12	<p>CHAPTER 9 – DISTRIBUTING SERVICES & CHAPTER 10 – MARKETING COMMUNICATION FOR SERVICES</p> <ul style="list-style-type: none"> - Characteristics of service delivery - Place and time decisions in service delivery - The role of intermediates in service delivery - The role of marketing communication in services business - Opportunities and challenges for services marketing communications - Services marketing communications planning and strategy 	CLO4.1-4.2 CLO5.1	<ul style="list-style-type: none"> - Lecturing: 2 - Reading at home: 1 - Group activity - discussion, quiz: 1 	Participation
13	<p>2nd FIELD TRIP</p> <ul style="list-style-type: none"> - Research on the service marketing mix of the chosen service company to identify any problem. - Propose solutions for improvements. 	CLO4.1-4.2 CLO5.1-5.2	- Desk and field research: 3	Individual participation and group work
14	<p>2nd FIELD TRIP REPORT</p>	CLO4.1-4.2 CLO5.1-5.2	<ul style="list-style-type: none"> - Group presentation: 2 - Assessment and suggestion for better report: 1 	Participation Group presentation

15	<p>CHAPTER 11 – SATISFACTION AND SERVICE QUALITY</p> <ul style="list-style-type: none"> - What is service quality and satisfaction? - How to measure service quality and satisfaction? - Setting service standards - Service recovery strategies 	CLO2.5, 5.2	<ul style="list-style-type: none"> - Lecturing: 2 - Group activity and quiz: 1 - Submission of final report 	Participation Group final full report
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9. COURSE REQUIREMENTS AND EXPECTATION

9.1. Attendance Requirements

- Students are required to fully take part in class lectures and activities.
- Students are allowed to be absent maximum 20% of the class hours. Students who is absent over 20% is not qualified to take the final exam.

9.2. In-class Behaviour Requirements

- The course is carried out with respect to both lecturer and students. All behavior that might adversely affect the stakeholders are prohibited.
- Students need to be in class on time. Students being late for more than 10 minutes will not be eligible to take part in the session.
- Cellphone, laptop, tablet are only accepted for the purposes of taking notes of the lectures, preparing course assignments, not for any other entertainment purposes while in class duration.
- Students will be asked to force-rank themselves and other members of their respective groups for all group activities. The basis for their rankings will be the degree and significance of each member’s relative contribution to the group effort. These rankings will be considered in the grading of group work activities.

10. DATED:

**CENTRE FOR ADVANCED
EDUCATIONAL PROGRAMS AND
POHE**

FACULTY

DEPARTMENT

**Assoc. Prof. Vu Huy
Thong**

**Assoc.Prof. Pham Thi
Huyen**