

DETAILED COURSE SYLLABUS

(Decision of NEU.....,2021)

1. GENERAL INFORMATION

- <i>Title</i>	Services Marketing
- <i>Course Numer</i>	CLC-MKMA1107E
- <i>Specialized Education Courses</i>	
- <i>Number of credits:</i>	3
+ <i>Theoretical period</i>	30
+ <i>Discussion and group work period:</i>	15
- <i>Prerequisite</i>	Principles of Marketing

2. LECTURER'S INFORMATION

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3. COURSE DESCRIPTIONS

This course aims to help the student to understand the importance of services and service business in the economy. The course focuses on applying modern marketing and management concepts in services sectors. The course will focus on the unique elements and different characteristics of services, services systems and services marketing.

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

Course Book:

[1]. 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 & Cases, 4thE*. Cengage Learning.

5. COURSE GOALS

Goal	Goal Description	Program Learning Outcomes	Capability
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		(PLO)	Level
[1]	[2]	[3]	[4]
G1	Demonstrate understanding of typical characteristics and role of services and service sector, Explain and examine the differences and principles in services marketing; the service system of a service organization.	PLO 2.1.1 PLO2.1.2 PLO2.1.3	III
G2	Identify and explain the customer behaviors in purchasing services.	PLO 2.1.1 PLO2.1.2 PLO2.1.3	III
G3	Integrate knowledge and experience in services marketing in order to address services business problems	PLO 2.4.1 PLO 2.4.2	V
G4	Student will be able to demonstrate effective oral communication skills about services marketing in a chosen service organization in English	PLO 2.5.2	III

6. COURSE LEARNING OUTCOMES

Table 6.1. Course learning outcomes

Goal CLO	CLO.x.x	Description	Capacity level
[1]	[2]	[3]	[4]
CLO1	CLO1.1	Define the concept of service and understand the increasing importance of services and service sectors in the economy, Categorize different types of service	II
	CLO1.2	Interpret and explain the differences of service in comparison with physical goods, explain how the typical characteristics of services lead to differences in doing marketing for services.	II
	CLO1.3	Understand and apply the principles of service system and service processes for a chosen service organization.	III
	CLO1.4	Understand and apply the elements of services marketing mix for a chosen service organization.	III
	CLO1.5	Explain and illustrate how service firms balances demand and capacity.	III

	CLO1.6	Explain the way a service firm make services marketing planning and strategy	III
	CLO1.7	Explain how to measure service quality	III
CLO2	CLO2.1	Explain the customer patterns in purchasing services like how they perceive risks and evaluate the service.	II
	CLO2.2	Apply the theory about customer behaviors in purchasing process for a chosen service.	III
	CLO2.3	Presenting the characteristics of demand for services.	II
CLO3	CLO 3.1	Integrate knowledge in services marketing in order to address services business problems	V
	CLO 3.2	Integrate experience in using services in order to address services business problems	V
CLO4	CLO 4.1	Implementing clearly written assignment with concise analyses and well structure.	III
	CLO 4.2	Deliver clear, well organized, persuasive oral presentations.	III

7. COURSE ASSESSMENT

Table 7.1. Course assessment

Type of Assessment	Content	Week	CLO	Assessment criteria	Proportion (%)
[1]	[2]	[3]	[4]	[5]	[6]
Participation Assessment	Chapter 1 to 10	1-10	CLO1.1-CLO1.7 CLO2.1-CLO2.3 CLO3.1-CLO3.2	Evaluating participation of students at class, learning attitude and teamwork	10%
Mid-term Assessment	Chapter 1,2,3	7	CLO1.1-CLO1.7 CLO2.1-CLO2.3 CLO3.1-CLO3.2	Individual assignment at home	20%
Group project	Chapter 1 to 10	9- 10	CLO1.1-CLO1.7 CLO2.1-CLO2.3 CLO3.1-CLO3.2 CLO4.1-4.2	Group presentation and slide print out	20%
Final	Chapter		CLO1.1-CLO1.7	Final individual test	50%

Assessment	1 to 10		CLO2.1-CLO2.3 CLO3.1-CLO3.2	(T/F; multiple choice, short answer, case study,)	
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8. LESSON PLAN

Week	Content	CLO	Activities	Assessment
[1]	[2]	[3]	[4]	[5]
1	<p><i>Introduction to the course</i></p> <p>CHAPTER 1 – INTRODUCTION TO SERVICES & 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? - Services marketing - The elements of the services marketing mix <p><i>Individual assignment guidance</i></p>	CLO1.1- CLO1.4	<ul style="list-style-type: none"> - Reading at home: chapter 1 - Lecturing - Group discussion at class - Individual assignment guidance - Reading at home: chapter 2 	Participation
2	<p>CHAPTER 2: CUSTOMER INVOLVEMENT IN SERVICE PROCESS</p> <ul style="list-style-type: none"> - The purchase process for services: prepurchase stage <ul style="list-style-type: none"> • Needs and expectations of consumers for services • Perceived risks of customer • How customers evaluate services - Service encounter stage <ul style="list-style-type: none"> • Frameworks of Service encounter • Levels of customer contact • Services marketing system • Managing services encounters 	CLO1.1-1.4 CLO 2.1-2.3	<ul style="list-style-type: none"> - Lecturing - Group discussion at class - Case discussion at class 	Participation
3	<p><i>Group project guidance</i></p> <p>CHAPTER 2: CUSTOMER INVOLVEMENT IN SERVICE PROCESS (cont)</p> <ul style="list-style-type: none"> - Post purchase stage <ul style="list-style-type: none"> • Post- purchase evaluation 	CLO1.1-1.4 CLO 2.1-2.3	<ul style="list-style-type: none"> - Group project guidance - Lecturing - Group discussion & presentation at class 	Participation

	<ul style="list-style-type: none"> Customer satisfaction and customer delight 		- Reading at home: chapter 3	
	<p>CHAPTER 3: SERVICES MARKETING PLANNING & STRATEGY. BALANCING DEMAND AND CAPACITY</p> <ul style="list-style-type: none"> An overview of services marketing planning and strategy: differentiation and positioning strategy 	CLO1.1-1.6 CLO 2.1-2.3	<ul style="list-style-type: none"> Lecturing Group discussion at class Reflection at class Group project discussion at home 	Participation
4	<p>CHAPTER 3: SERVICES MARKETING PLANNING & STRATEGY. BALANCING DEMAND AND CAPACITY (cont)</p> <ul style="list-style-type: none"> Exploring the challenges faced by services in managing capacity and demand Managing supply (capacity) and demand in services business Efficiency and yield management 	CLO1.1-1.6 CLO 2.1-2.3	<ul style="list-style-type: none"> Lecturing Case discussion at class Reading at home: chapter 4 	Participation
	<p>CHAPTER 4 – DEVELOPING SERVICE OFFERING AND SERVICE QUALITY</p> <ul style="list-style-type: none"> Overview of products and services Attributes of service Supplementary services Services branding 	CLO1.1-1.6 CLO 2.1-2.3 CLO3.1-3.2	<ul style="list-style-type: none"> Lecturing Group discussion & presentation at class Group project discussion at home 	Participation
5	<p>CHAPTER 4 DEVELOPING SERVICE OFFERING AND SERVICE QUALITY</p> <ul style="list-style-type: none"> Service quality New service development 	CLO1.1-1.7 CLO 2.1-2.3 CLO3.1-3.2	<ul style="list-style-type: none"> Individual assignment deadline Lecturing Group discussion at class Reflection Reading at home: chapter 5 Group activity after class: field trip 	Participation Individual assessment (CLO4.4.1, CLO4.4.2, CLO5.5.1)
	<p>CHAPTER 5 –PRICING AND REVENUE MANAGEMENT</p>	CLO1.1-1.7 CLO 2.1-2.3	<ul style="list-style-type: none"> Lecturing Case discussion 	Participation

	<ul style="list-style-type: none"> - Characteristics of service pricing - Method of service price setting - The relationship between price and customer perceived value - Price management 	CLO3.1-3.2	<ul style="list-style-type: none"> at class - Group activity after class: field trip - Reading at home: chapter 6 	
6	<p>CHAPTER 5 –PRICING AND REVENUE MANAGEMENT</p> <ul style="list-style-type: none"> - Price and revenue management 	<p>CLO1.1-1.7</p> <p>CLO 2.1-2.3</p> <p>CLO3.1-3.2</p>	<ul style="list-style-type: none"> - Lecturing - Quiz - Group work for the project at home 	Participation
	<p>CHAPTER 6 – PLACES</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 	<p>CLO1.1-1.7</p> <p>CLO 2.1-2.3</p> <p>CLO3.1-3.2</p>	<ul style="list-style-type: none"> - Lecturing - Case discussion at class - Reading at home: chapter 7 - Group work for the project at home 	Participation
7	<p>CHAPTER 7 –MARKETING COMMUNICATION FOR SERVICES</p> <ul style="list-style-type: none"> - The role of marketing communication in services business - Opportunities and challenges for services marketing communications - Services marketing communications planning and strategy - services marketing communication mix 	<p>CLO1.1-1.7</p> <p>CLO 2.1-2.3</p> <p>CLO3.1-3.2</p>	<ul style="list-style-type: none"> - Lecturing - Case discussion at class - Reading at home: chapter 8 - Group work for the project at home 	Participation
8	<p>CHAPTER 8 – 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 	<p>CLO1.1-1.7</p> <p>CLO 2.1-2.3</p> <p>CLO3.1-3.2</p>	<ul style="list-style-type: none"> - Lecturing - Group discussion & presentation at class - Reading at home: chapter 9 - Group work for the project at home 	Participation
9	<p>CHAPTER 9 – SERVICE ENVIRONMENT - PHYSICAL EVIDENCE</p> <ul style="list-style-type: none"> - Roles of service environment in service delivery - Dimensions of the service 	<p>CLO1.1-1.7</p> <p>CLO 2.1-2.3</p> <p>CLO3.1-3.2</p>	<ul style="list-style-type: none"> - Lecturing - Case discussion at class - Reading at home: chapter 10 - Group work for 	Participation

	environment - Types of service environment - Consumer responses to the service environment		the project at home	
10	CHAPTER 10 – PEOPLE IN SERVICE BUSINESS - The role of people element in service business - Service staffs and their behavior - The classification of service staffs - Decisions on people elements in services marketing - The customer as co-producer - Problem of customer misbehavior	CLO1.1-1.7 CLO 2.1-2.3 CLO3.1-3.2	- Lecturing - Reading at home - Group discussion & reflection at class - Group work for the project at home	Participation
11, 12	Group work: group project	CLO1.1-1.7 CLO 2.1-2.3 CLO3.1-3.2 CLO4.1-4.2	Group presentation	Participation Group presentation

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 30% of the class hours. Students who is absent over 30% 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.

**INSTITUTE OF ADVANCED
EDUCATIONAL PROGRAMS
AND POHE**

DEPARTMENT

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