

DETAILED COURSE SYLLABUS
(Decision of NEU.....,2021)

1. GENERAL INFORMATION

- <i>Title</i>	Public Service Marketing
- <i>Course Number</i>	CLC-MKMA1157E
- <i>Specialized Education Courses</i>	
- <i>Number of credits:</i>	3 (40 hours)
+ <i>Theoretical period</i>	16
+ <i>Discussion and group work period:</i>	24
- <i>Prerequisite</i>	Principles of Marketing

2. LECTURER’S INFORMATION

Assoc.Prof. Pham Thi Huyen
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3. COURSE DESCRIPTIONS

Public Service Marketing module is built with content focusing on the application of principles of marketing in the field of public services. This module requires students to have basic knowledge of marketing and service marketing. The module includes contents on the application of marketing in the public service sector: Characteristics of public service marketing; Behavior of users of public services; how to use marketing mix tools: product, pricing, place, promotion, people, process and physical evidence for public services.

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

- Lecturer’s lecture note;
- Vu Tri Dung (2007), Publics Sevices Marketing, National Economics University Publishing;
- Nancy Lee, Philip Kotler (2007), Marketing in the Public Sector, A Roadmap to Improve Performance, Wharton School Publishing.
- Martial Pasquier & Jean-Patrick Villeneuve, “Marketing Management and Communication in the Public Sector”, Routledge, USA, 2012
- Jennifer Bean & Lascelles Hussey, “Marketing Public Sector’s Services”, 2nd ed., in Essential Skills for the Public Sector, HB Publications, 2011
- Tony Proctor, “Public Sector Marketing”, Pearson Education UK, 2007

5. COURSE GOALS

Goal	Goal Description	Program Learning Outcomes (PLO)	Capability Level
[1]	[2]	[3]	[4]
G1	Understand the context and characteristics of public service marketing, with particular understanding of the role and position of human factors and processes	PLO2.1.2	IV

	and facilities in public service delivery.		
G2	Being able to identify the participation of parties in the process of providing and benefiting from public services	PLO2.2.1	V
G3	Being able analyze the influencing factors to understand the needs and wants of the community with public services	PLO2.4.1	IV
G4	Practice proposing a marketing mix for public services	PLO2.7.1	IV

6. COURSE LEARNING OUTCOMES

Table 6.1. Course learning outcomes

Goal CLO	CLO (CLOa.b.c)	Learner's abilities	Capability Level
[1]	[2]	[3]	[4]
CLO1	CLO1.1	Understand what public services are and what are typical of public services	IV
	CLO1.2	Understand the types of public services and public service delivery organizations	IV
	CLO1.3	Understand the specific attributes of marketing in the public sector	IV
	CLO1.4	Know the marketing tools of public service delivery and distinguish them from offering other types of non-public products	IV
	CLO1.5	Understand some principles when designing marketing mix tools for public services	IV
CLO2	CLO2.1	Understand the characteristics of public service providers	V
	CLO2.2	Understand customers using public services	V
	CLO2.3	Understand the inevitability of competition in public service delivery	V
CLO3	CLO3.1	Analyzing the impact of environmental factors on public service delivery and on public service marketing activities	IV
	CLO3.2	Know how to research customer needs to provide public services	IV
	CLO3.3	Practice research on marketing mix tools being used in public service delivery organizations	IV
CLO4	CLO4.1	Evaluate the actual performance of a public service provider from a marketing point of view	IV

Goal CLO	CLO (CLOa.b.c)	Learner's abilities	Capability Level
	CLO4.2	Proposing solutions to improve the quality of public services from the marketing point of view	IV

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 1,2	Week 1,2	CLO1.1-CLO1.5	Attendance Seriousness Level of interaction and participation in discussion Use references when discussing	10%
	Chapter 3,4	Week 3,4,5,6	CLO2.1-CLO2.3		
	Chapter 5,6	Week 7,8,9	CLO3.1-CLO3.3		
	Chapter 7,8	Week 10,11	CLO4.1-CLO4.2		
Group project	Presentation	Week 12	CLO4.1-CLO4.2	Structure and Content Presentation Assertiveness Group work	20%
	Report	Week 13	CLO4.1-CLO4.2	Content Structure Form Punctuality Proactiveness	20%
Final exam	All chapters	Exam schedule	CLO1.1-CLO1.5 CLO2.1-CLO2.3 CLO3.1-CLO3.2 CLO4.1-CLO4.2	Final Exam	50%

8. LESSON PLAN

Week	Topics	CLO	Teaching and Learning activities	Assessment
[1]	[2]	[3]	[4]	[5]
1	Chapter 1: Marketing overview 1.1 Marketing overview 1.2 The marketing process 1.3 Basic principles of marketing	CLO1.1 CLO1.2 CLO1.3	Students read at home (Chapter 1 of the textbook and slides) Lecturers teach and discuss with students case study	Short questions Multiple choice questions
2	Chapter 2: Overview of	CLO1.1	Students read at home	Short

	<p>public services and characteristics of public service marketing</p> <p>2.1 Overview of public services and services</p> <p>2.2 Public service management characteristics</p> <p>2.3 Different forms of the public sector</p> <p>2.4 Characteristics of public service marketing</p>	<p>CLO1.2</p> <p>CLO1.3</p>	<p>(Chapter 2 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>questions</p> <p>Multiple choice questions</p>
3	<p>Chapter 3: The public service marketing environment</p> <p>3.1 Macro environment</p> <p>3.2. Customers in public service provision</p>	<p>CLO2.1-</p> <p>CLO2.3</p>	<p>Students read at home (Chapter 3 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
4	<p>Chapter 3: The public service marketing environment</p> <p>3.1 Macro environment</p> <p>3.2. Customers in public service provision</p>	<p>CLO2.1-</p> <p>CLO2.3</p>	<p>Students read at home (Chapter 3 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
5	<p>Chapter 4: Research on marketing of public services</p> <p>4.1. The reasons to study marketing in the public service sector</p> <p>4.2. Classification of marketing research in the public service sector</p> <p>4.3. Research process</p>	<p>CLO2.1-</p> <p>CLO2.3</p>	<p>Students read at home (Chapter 4 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
6	<p>Chapter 4: Research on marketing of public services</p> <p>4.1. The reasons to study marketing in the public service sector</p> <p>4.2. Classification of marketing research in the public service sector</p> <p>4.3. Research process</p>	<p>CLO2.1-</p> <p>CLO2.3</p>	<p>Students read at home (Chapter 4 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>

7	<p>Chapter 5: Products / services and the physical environment in which public services are provided</p> <p>5.1 General overview of public products and services</p> <p>5.2 Management of products and services</p> <p>5.3 Physical environment in public service delivery</p>	CLO3.1- CLO3.3	<p>Students read at home (Chapter 5 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
9	<p>Chapter 6: Pricing and Public Service Distribution</p> <p>6.1 Price in public service provision</p> <p>6.2 Distribution channel of public services</p>	CLO3.1- CLO3.3	<p>Students read at home (Chapter 6 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
10	<p>Chapter 7: Communication and public service promotion</p> <p>7.1 Overview of communication and promotion activities</p> <p>7.2 Building the message</p> <p>7.3 Selection of communication channels</p>	CLO3.1- CLO3.3	<p>Students read at home (Chapter 7 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
11	<p>Chapter 8: People and Processes in public service delivery</p> <p>8.1 Human issues in public service delivery</p> <p>8.2 Public service delivery process</p>	CLO4.1- CLO4.2	<p>Students read at home (Chapter 8 of the textbook and slides)</p> <p>Lecturers teach and discuss with students case study</p>	<p>Short questions</p> <p>Multiple choice questions</p>
12	<p>Student groups present the results of the group exercise</p>	CLO4.1- CLO4.2	<p>Group presentations: Students prepare home reports, word and PowerPoint slides. Each group has 10 minutes of presentation and 10 minutes of Q&A with the teachers and the rest of the class</p>	<p>Process evaluation (proactiveness)</p> <p>Evaluation of presentations</p> <p>Evaluation of research report</p>

13	Student groups present the results of the group exercise	CLO4.1- CLO4.2	Group presentations: Students prepare home reports, word and PowerPoint slides. Each group has 10 minutes of presentation and 10 minutes of Q&A with the teachers and the rest of the class	Process evaluation (proactiveness) Evaluation of presentations Evaluation of research 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 who are absent more than 30% of the total number of hours of class (with or without reason) will be deemed not to complete the course and must re-register.
- Students who submit late reports will be deducted 10 points / late report date.

9.2. In-class Behavior Requirements

- The course is carried out with respect to both lecturer and students. All behaviors that might adversely affect the class 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.

**INSTITUTE OF ADVANCED
EDUCATIONAL PROGRAMS
AND POHE**

DEPARTMENT

LECTURER

Assoc.Prof. Pham Thi Huyen

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