

## Course Outline

# MKT3412 - Services Marketing

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### The objectives of this module are:

1. Lay the foundation for understanding consumer behaviour and expectations for services.
2. Address the traditional 4 Ps of the marketing mix, and discuss how it differs in services, and the unique challenges that services bring to the 4 Ps.
3. Extend the marketing mix by including 3 additional Ps pertinent to services marketing, namely process, physical environment and people.
4. Recommend strategies for customer loyalty and retention, service recovery, and customer relationship development.

### Assessment Components

#### Individual

Written Test	30%
Individual Assignment	15%
Class Participation	15%

#### Group

Group Project	25%
Group Presentation	15%

**Total** **100%**

### Recommended Text

Jochen Wirtz, Patricia Chew and Christopher Lovelock (2012) **Essentials of Services Marketing**, Pearson Education South Asia, Singapore

## A. Schedule and Readings

Week 1	Introduction to Services Marketing Read – Textbook Chapter 1
Week 2	Consumer Behaviour in a Services Context Marketing Mix I: The Service Product Read – Textbook Chapters 2 and 4
Week 3	Marketing Mix II: Distributing Services <b>Case Discussion 1: Sullivan Ford Auto World</b> Read – Textbook Chapters 5 and pages 519 - 527
Week 4	Marketing Mix III: Pricing of Services & Revenue Management Marketing Mix IV: Promoting Services and Educating Customers Read – Textbook Chapters 6 and 7
Week 5	Extended Marketing Mix I: Crafting the Service Environment <b>Case Discussion 2: Kiwi Experience</b> Read – Textbook Chapter 10 and pages 564 - 567
Week 6	Extended Marketing Mix II: Designing Customer Service Processes <b>Case Discussion 3: Using Technology to Revolutionize the Library Experience of Singapore Readers</b> Read – Textbook Chapters 8 and 9
Week 7	Extended Marketing Mix III: Managing Service Personnel <b>Case Discussion 4: Shouldice Hospital Limited</b> Read – Textbook Chapter 11 and pages 578 - 587
Week 8	Managing Relationships and Building Loyalty <b>Case Discussion 5: Singapore Airlines: Managing Human Resources for Cost-Effective Service Excellence</b> Read – Textbook Chapter 12 and pages 588 - 589
Week 9	Complaint Handling and Service Recovery <b>Case Discussion 6: Dr Mahalee Goes to London: Global Client Management</b> Read – Textbook Chapter 13
Week 10	Managing Service Quality <b>Case Discussion 7: Complaint Letter</b> Read – Textbook Chapter 14 and pages 504 - 509
Week 11	<b>Group Project Presentation</b>
Week 12	<b>Group Project Presentation</b> <b>Due date for Service Encounter Journals and Analysis</b>
Week 13	Final Test

## **B. Guidelines for Individual Assignments**

### **1. Individual Assignment**

Every student in this class has to write a service encounter journal with six journal entries and provide a 2 – 3 page summary analysis of his/her six journal entries.

Each journal entry should contain data on:

- Name of student, Name of service firm, Type of service (e.g., airline, bank)
- Date & time of encounter
- Price of service (for relationship-type services, e.g., your mobile phone or banking service, provide your average monthly bill or fees)
- Describe your encounter briefly, so that someone who was not there would know what happened
- How would you rate your level of satisfaction with this encounter on a scale of 1 'extremely dissatisfied' to 7 'extremely satisfied'.
- How would you describe your reaction to this encounter? Include in your description your feelings and emotions at that time (e.g., angry, sad, happy, etc.). Why exactly did you feel that way?
- How likely is it that you will go back to that service provider/firm? Rate on a scale from 1 'definitely not' to 7 'definitely yes'.
- Why would you return or not return to that firm? (provide details, especially when there is a big discrepancy between your satisfaction and your repeat patronage intention)

## **C. Guidelines for Group Assignments**

### **1. Group Project Presentation and Report**

You are a group of consultants to a service company of your choice (please check with me before proceeding). Write about the company using the 7 Ps framework.

- For each of the 7Ps, provide an analysis of their current situation. Discuss how well they are doing, and their areas of weaknesses.
- Provide recommendations for the company to overcome their weaknesses and deal with their threats.
- Present your findings in class. You will know when you are due to present (according to ballot). You are also to submit a hardcopy of your presentation slides, together with the written report, prior to the presentation.
- Submit a written report of no more than 20 pages double-space, Times New Roman, font size 12, excluding appendices.