

The course operates on an interactive, discussion-based format. You will benefit most when you come to class prepared (i.e., having read the assigned readings and discussion questions, and ready to share your views). Individual and group assignments are tailored to the learning goals for each semester, and are intended to provide a stimulating learning experience. **If you are unable to make attending class a priority, please take an alternative course. Students must also be prepared to participate in course-relevant company visits and guest lectures if such learning opportunities are available.**

MKT3412 Services Marketing – Individual Assignments (Semester II, 2013/2014)

Each student is individually responsible for **50%** of her/his grade for this course. Please make sure that you read through and comply with all the requirements and deadlines. **Failure to do so will result in a grade penalty.** Please plan ahead as there will be **no deadline extensions.** **Do not wait till the last minute to do your assignments as the “Compliment or Complaint Letter” assignment may require a longer lead time.** You can upload your completed assignments any time before the final due date.

1. **15%** is allocated for class participation. This involves showing an understanding of the critical issues raised in the readings, a willingness to speak up and participate in the discussions, and a conscious effort to make a contribution. If you miss class, your class participation score will be adversely affected.

You will be given a **Class Participation Score Sheet** to keep track of your contributions in class. The score sheets will be given out at the start of each session and collected at the end of the class. I will review the score sheets after each session.

2. In this assignment (**20%**), you will write a Compliment or Complaint Letter based on a real service encounter that you have experienced. The letter should be written in a detailed and professional style, clearly and objectively stating what happened, what the personal consequences were of this service encounter, and what you would like the company to do with your feedback.

You should obtain a response from the company. Make sure you follow up if you do not hear from them. Evaluate the company’s response, and provide an analysis of your reflections about what the company has done. This is a three-part assignment: (1) Your letter (2) The company’s response (3) Your analysis.

To ensure that the service experience is fresh in your memory, the service encounter should be **no earlier than 20 December 2013**. You should start writing this letter as soon as you are registered for the course to give the company time to respond and for you to follow up if they do not. The letter can be sent via electronic means, but please note that you should write a proper letter, not a short email. Also, please do not use a feedback

form (hardcopy or softcopy) as this restricts what you can write even though they may have a blank template.

There is no page limit for your letter and the company's response but the analysis **should not be more than 900 words (double-spacing, 12-point font)**. This compliment or complaint letter, any follow-up correspondence and the analysis are due by **11.59pm Saturday 22 March 2014 (week of Session 9)**. Please upload a soft-copy of all materials consolidated in one file into the "Compliment or Complaint Letters" Folder in the IVLE Workbin.

Before uploading your assignment, please remove or disguise any confidential identifying material (e.g., your address, account number, handphone number, etc) as these letters may subsequently be read by your classmates during our class discussions. **When we meet for class during Session 10 (24 or 26 March 2014), please also submit a hard-copy of this assignment to me.**

You will be evaluated on your initial compliment and complaint letter and any follow-up correspondence (e.g., clarity of writing, coherence, etc). You will also be evaluated on how well you have used the concepts and theories discussed in class to analyse the response of the service provider to your compliment or complaint. You will be graded on the quality of your analysis and the extent to which you have presented your arguments in a systematic and compelling manner.

3. You will write one (1) learning memo which accounts for **15%** of your grade. This will give you an opportunity to explore in more detail an issue about services marketing that you are interested in. In 900 words (double-spacing and 12-point font), share your views and incorporate insights from any relevant services marketing concepts. You can write this memo at any time during the semester. Please upload a soft copy into the "Learning Memo" Folder in the IVLE Workbin. The final due date is the last day of class (Session 13) for your sectional.

MKT3412 Services Marketing – Group Assignments (Semester II, 2013/2014)

There are two group assignments accounting for **40%** of your grade. Another **10%** is based on peer evaluations. Teams will be formed in Session 3 when the class roster is finalized.

1. There will be a Servicescape Photo Essay accounting for **20%** of your grade. Depending on the number of team members, you and your team are required to compare and contrast two or three servicescapes from a similar service industry in Singapore. Please confirm your choice of servicescapes with me to avoid overlaps with other teams. Using **no more than 12 single photos (not collages of photos), detailed captions (2-3 sentences) for each photo, and a write-up (double-spacing, 12-point font, not more than 1500 words)**, comment on your experiences visiting the servicescapes, what you have learned

about the design of service environments, the positive and negative features of the servicescapes, and what (if necessary) can be done to improve them.

The Photo Essay is due by **11.59pm Saturday 15 February 2014 (week of Session 5)**. Please upload a soft-copy of your Photo Essay into the “Servicescape Photo Essays” Folder in the IVLE Workbin. The photo essay can be submitted using any software that you are familiar with, for example, as powerpoint slides with the photos and captions inserted. The write-up can be submitted as a Word file. The maximum file size is 50 Mb. **When we meet for class during Session 6 (17 or 19 February 2014), please submit a hard-copy of this assignment to me.**

You will be evaluated on the quality of your photos, captions and write-up. The photos should be taken by you and not downloaded from any sources. They should be clear, well-composed and carefully chosen to represent key aspects of the servicescape that you wish to comment on. The captions should be descriptive without being wordy. Your write-up should incorporate the relevant concepts and theories with regard to your particular servicescape. Again, you will be graded on the quality of your analysis and the extent to which you have presented your arguments in a systematic and compelling manner.

2. In the Service Problem Analysis assignment, you and your team will use insights from the course to analyze service problems faced by service providers in various industries in Singapore, and to suggest recommendations to overcome these challenges. These service problems will be provided for you. We will draw lots for the presentation dates. No formal written report is required.

Application of Services Marketing Concepts and Theories

Your team will be evaluated by how well you have used the concepts and theories discussed in class to (a) gain insights into the challenges faced by service providers in a particular industry in Singapore and (b) derive key recommendations for these service providers. Your insights and recommendations should be substantiated and supported with appropriate resources and methods of analysis (e.g., secondary data, talking to customers and/or service providers, etc).

Presentation

You will be required to make an engaging and interesting “live” presentation (not a presentation video) lasting no more than **25 minutes**. Your presentation should highlight and articulate the key insights and recommendations for the service providers. **Every team member must present**. A soft-copy of your presentation materials must be uploaded into the “Service Problem Analyses” Folder in the IVLE Workbin **by 9am on the day you are presenting**. A hard-copy of your presentation materials must be made available to me at the time of your presentation.

3. Peer Evaluations

Your contributions to the group assignments will be evaluated by your team-mates. Please fill in and upload the Peer Evaluation forms into the “Peer Evaluations” Folder in the IVLE Workbin at the end of each group assignment (servicescape photo essay and service problem analysis). There are two peer evaluations, each constituting 5% of your grade (total of 10%). You will receive no marks for this component if you do not complete the peer evaluations.

MKT3412 Services Marketing (Semester II, 2013/2014) – Timetable

		<u>Mon/Wed</u>
Session 1	Introduction to Services Marketing (Ch.1)	13/15 Jan
Session 2	Consumer Behavior in a Services Context (Ch.2) Improving Service Quality and Productivity (Ch. 14)	20/22 Jan
Session 3	Developing Service Products (Ch.4) Promoting Services and Educating Customers (Ch.7) <u>Team Formation</u>	27/29 Jan
Session 4	Distributing Services Through Physical and Electronic Channels (Ch.5)	3/5 Feb
Session 5	Developing and Managing Service Processes (Ch.8)	10/12 Feb
	<u>Group: Servicescape Photo Essay (soft copy) by 11.59pm Sat 15 Feb</u>	
Session 6	Crafting the Service Environment (Ch. 10) <u>Group: Servicescape Photo Essay (hard copy)</u>	17/19 Feb
	Recess (no class)	24/26 Feb
Session 7	Setting Prices and Implementing Revenue Management (Ch. 6)	3/5 Mar
Session 8	Balancing Demand Against Productive Capacity (Ch.9) <u>Group (option): Service Problem Analysis</u>	10/12 Mar
Session 9	Managing People for Service Advantage (Ch.11) <u>Group (option): Service Problem Analysis</u>	17/19 Mar
	<u>Individual: Compliment or Complaint Letter (soft copy) by 11.59pm Sat 22 Mar</u>	
Session 10	Managing Relationships and Building Loyalty (Ch.12) <u>Individual: Compliment or Complaint Letter (hard copy)</u>	24/26 Mar
Session 11	Complaint Handling and Service Recovery (Ch.13) <u>Group (option): Service Problem Analysis</u>	31 Mar/2 Apr
Session 12	Improving Service Quality and Productivity (Ch. 14) <u>Group (option): Service Problem Analysis</u>	7/9 Apr
Session 13	Service Leadership (Ch.15) <u>Individual: Learning Memo (last chance)</u>	14/16 Apr