

**GRA 6419 SERVICE MARKETING**

**Syllabus and course outline**

**Fall 2015**

**Instructor:**

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**Teaching assistant:**

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## **Literature:**

### *Mandatory:*

Course pack articles, GRA 6419 Service Marketing, available on It's learning.

Course pack cases, GRA 6419 Service Marketing, available from It's learning.

### *Recommended literature:*

Wilson, Alan, Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler. (2012), *Services Marketing: Integrating Customer Focus Across the Firm*, 2<sup>nd</sup> European edition, London: McGraw Hill.

Oliver, Richard L. 2010. Satisfaction: a behavioral perspective on the consumer. 2nd ed. M.E. Sharpe.

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## **First lecture August 17<sup>th</sup>, 2015**

### **INTRODUCTION TO SERVICE MARKETING**

#### **Readings:**

Vargo, S. L. and Lusch, R. F. (2004). The four service marketing myths: remnants of a goods- based, manufacturing model. *Journal of Service Research*, Vol. 6(4), 324-335.

**Assignment:** none

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## Second lecture August 24<sup>th</sup>, 2015

### THE CUSTOMER LENSE

#### Readings:

Shah, D., Rust, R. T., Parasuraman, A., Staelin, R. and Day, S. G. (2006). The path to customer centricity. *Journal of Service Research*, Vol. 9(2), 113-124.

Andreassen, T.W., Lervik-Olsen, L., and Calabretta, G. (2015). Trendspotting and service innovation, *Journal of Service Theory and Practice*, Vol.25(1), 10-30.

Andreassen, T.W., Kristensson, P., Lervik-Olsen, L. McColl-Kennedy, J.R., Edvardsson, B. and Colurico, M. (forthcoming). Linking service design to value creation and service research. *Journal of Service Management*.

Lervik-Olsen, L., Witell, L. and Gustafsson, A. (2014). Turning customer satisfaction measurement into action, *Journal of Service Management*, Vol. 25(4), 556-571.

**Assignment:** TBA

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**Third lecture August 31<sup>st</sup>, 2015**

**THE SERVICE EXPERIENCE**

***GUEST LECTURER: PROFESSOR ANDERS GUSTAFSSON, KARLSTAD  
UNIVERSITY***

**Readings:**

Pine, J. B. and Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.

Berry, L. L. and Haeckel, S.H. (2002). Managing the total customer experience. *MIT Sloan Management Review*, Vol. 43(3), 85-89.

Otterbring, T., Wästlund, E., Gustafsson, A. and Shams, P. (2015). Heuristics and resource depletion: eye-tracking customers' in situ gaze behavior in the field." *Journal of Business Research*, Vol 68(1), 95-101.

Bolton, Ruth, Gustafsson, A., McColl-Kennedy, J. Sirianni, N. J. and Tse, D.K. (2014). Small details that make big differences: a radical approach to consumption experience as a firm's differentiating strategy. *Journal of Service Management*, Vol. 25(2), 253-274.

**Assignment:** readings only

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**Fourth lecture September 7<sup>th</sup>, 2015**

**WORKSHOP: CASESTUDY DAY**

**Readings:**

Your assigned case

**Assignment:** TBA

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**Fifth lecture September 14<sup>th</sup>, 2015**

**CUSTOMER PERCEPTION AND EVALUATIONS: CUSTOMER PERCEIVED VALUE AND CUSTOMER ENGAGEMENT**

**Readings:**

Boksberger, Philipp E. and Melsen, Lisa (2011). Perceived value: a critical examination of definitions, concepts and measures for the service industry. *The Journal of Services Marketing*, Vol. 25, (3), 229-240.

Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L. and Cha, J. (2001). The evolution and future of the national customer satisfaction index models. *Journal of Economic Psychology*, (22), 217-245.

Hollebeek, L. D. (2011). Demystifying customer brand engagement: exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785-807.

**Assignment:** Case in case course pack: Starbuck Delivering Customer Service

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**Sixth lecture September 21<sup>st</sup>, 2015**

**ANALYZING AND UNDERSTANDING SERVICE ORGANIZATION AND IT'S CUSTOMERS**

**Readings:**

Bitner, M.J., Zeithaml, V., and Gremler, D. D. (2010). Technology's impact on service quality. P.P. Maglio et al. (eds.), *Handbook of Service Science*, Service Science: Research and Innovations in the Service Economy, DOI 10.1007/978-1-4419-1628-0\_10, © Springer Science+Business Media, LLC 2010

Van Der Wiele, T., Hesselink, M., and Van Iwaarden, J. (2005). Mystery shopping: a tool to develop insight into customer service provision. *Total Quality Management*, Vol. 16(4), 529-541.

Bitner, M. J., Ostrom, A. L. and Morgan, F. N. (2015). Service Blueprinting: A Practical Technique for Service Innovation. *California Management Review*, Vol. 50(3), 66-94.

**Assignment:** Case in course pack: People, Service, and Profit at Jyske Bank.

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**Seventh lecture September 28<sup>th</sup>, 2015**

**CO-CREATION OF VALUE**

**Readings:**

McColl-Kennedy, Janet and Vargo, Stephen L. (2012). Health care customer value cocreation practice styles. *Journal of Service Research*, Vol. 15 (54), 370-389.

Norton, M. I., Mochon, D., and Ariely, D. (2012). The IKEA effect: when labor leads to love. *Journal of Consumer Psychology*, Vol. 22(3), 453-460.

Bendapudi, N. and Leone, R.P. (2003). Psychological Implications of Customer Participation in Co-Production. *Journal of Marketing*. Vol. 67, (1), 14-28.

**Assignment:** Case in case course pack: Shouldice Hospital Limited (Abridged)

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**Eight lecture October 5<sup>th</sup>, 2015**

**COMPLAINT MANAGEMENT**

**Readings:**

Harris, K. L., Thomas, L. and Williams, J. A. (2013). Justice for consumers complaining online or offline: exploring procedural, distributive, and interactional justice, and the issue of anonymity. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, Vol. 26, p.19-39,

Grainer, M., Noble, C. H. Bitner, M. J., and Broetzmann, S.M. (1014). What unhappy customers want. *MIT Sloan Management Review*, Vol. 55(3), 31-35.

Magnini, V. P., Ford, J: B., Markowski, E. P. Honeycutt, E.D. Jr. (2007). The service recovery paradox: justifiable theory or smoldering myth? *Journal of Services Marketing*, 21/3, 213-225.

**Assignment: TBA**

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**Ninth lecture October 12<sup>th</sup>, 2015**

**SOCIAL SERVICE MARKETING**

**Readings:**

Weinberg, B. D. and Pehlivan, E. (2011). Social spending: managing the social media mix.

*Business Horizons*, Vol. 54, 275-282.

deVries, Lisette, Gensler, Sonja and Leeflang, Peter S.H. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, Vol, 26, 83-91.

Larivière, Bart, Joosten, Herm, Malthouse, Edward C., van Birgelen, Marcel, Aksoy, Pelin, Kunz, Werner H. and Huang, Ming-Hui. (2013). Value fusion: The blending of consumer and firm value in the distinct context of mobile technologies and social media. *Journal of Service Management*, Vol.24(3), 268-293.

**Assignment:** Case in course folder: Qantas Airlines: Twitter Nosedive.

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**Tenth lecture October 19<sup>th</sup>, 2015**

**SERVICE CULTURE AND CUSTOMER CENTRICITY**

**Readings:**

Bowen, D. and Schneider, B. (2014). A service climate synthesis and future research agenda. *Journal of Service Research*, Vol. 17(1), 5-22.

Auh, S., Menguc, B., Fisher, M., and Haddad, A. (2014). The contingency effect of service employee personalities on service climate: getting employee perceptions aligned can reduce personality effects. *Journal of Service Research*, Vol. 14(4), 426-442.

Desphandé, R. (2014). Customer Centricity, Core Curriculum in Marketing, edited by Sunil Gupta, Harvard Business Publishing. (In case course pack).

**Assignment:** Case in course folder: Terror at the Taj Bombay: Customer Centric Leadership.

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**Eleventh lecture October 26<sup>th</sup>, 2015**

**SERVICE INNOVATION**

***GUEST LECTURER: PROFESSOR ANDERS GUSTAFSSON, KARLSTAD UNIVERSITY***

**Readings:**

Hertog, P. van der Aa, W., deJong, M.W. (2010). Capabilities for managing service innovation: towards a conceptual framework. *Journal of Service Management*, Vol. 21(4), 490-514.

Kristensson, Gustafsson and Archer. (2004). Harnessing the Creative Potential among Users. *Product Innovation Management*, 21, 4-14.

Gustafsson, Kristensson and Witell. (2012). Customer co-creation in service innovation: a matter of communication? *Journal of Service Management*, 23(3), 311-327.

Witell, L., H. Snyder, A. Gustafsson, P. Fombelle, and P. Kristensson (2015). Identifying Categories of Service Innovation: A review and synthesis of the literature. *Forthcoming in the Journal of Business Research*.

**Assignment:** readings only

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**Twelfth lecture November 2<sup>nd</sup>, 2015**

**THE PROFITABLE ART OF SERVICE MARKETING**

Rust, R. T., V. A. Zeithaml, and K. Lemon. (2004) Customer-centered brand management. *Harvard Business Review*, (September), 110-118.

Hoffman, D. L. and Fodor, M. (2010). Can you measure the ROI of your social media marketing? *MIT Sloan Management Review*, vol. 52 (1), 41-49.

Reichheld, F. F. (2003). The One Number You Need to Grow, *Harvard Business Review*, 81(12), 46-54.

**Assignment: TBA**

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## Excerpts from the course description of GRA 6419 Service Marketing

The course grade will be based on the following activities and weights:

Individual performance and work:

Class participation: 15 %

Service watch presentation: 15%

Service encounter journal, written report: 20 %

Group projects:

Case presentation: 20 %

Term paper: Service Audit: 30 %

The individual performance will be evaluate in terms of participation (15 %), presentation of service watch (15%) and a written service encounter journal (20%).

The group projects consist of case presentation (20%) and a written term paper (30%) where the purpose is to conduct a service audit. The term paper has to be written in groups of 2-3 students.

Form of assessment	Weight	Group size
Class participation	15%	Individual
Presentation	15%	Individual
Assignment	20%	Individual
Term paper	30%	Group of max 3 students
Presentation	20%	Group of max 3 students

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment. Class attendance is mandatory. Unauthorised absence can result in a lower score. This is a course with continuous assessment (several exam components) and one final exam code. Each exam

component is graded using points on a scale from 0-100. The final grade for the course is based on the aggregated mark of the course components. Each component is weighted as detailed in the course description. Students who fail to participate in one/some/all exam components will get a lower grade or may fail the course. You will find detailed information about the points system and the mapping scale in the student portal @bi.