



MKT 418C: SERVICE MARKETING

Fall, 2017

Course Introduction

Course Title	Service Marketing
Course Code	MKT 418C
Credit Hours	3
Semester & Year	Fall, 2017
Pre-requisites	None

Class Type	Days	Time	Room
Lecture	Monday	09:00 ~ 10:30	702
	Friday	09:00 ~ 10:30	702

Instructor

Instructor	KyunHwa Kim
Room	1003
Consultation Hours	1. Monday and Friday (10:30 – 11:30) 2. Other times: By appointment (Send Email for appointment)
Email	khkim@solbridge.ac.kr
Telephone	82 42 630 8550

Mission Map

Mission Based Goals	Approximate % of Course Content	Approximate % of Assessment
Global Perspective	25%	25%
Asian Expertise	25%	25%
Creative Management Mind	25%	25%
Cross Cultural Communications	5%	5%
Social Responsibility	20%	20%
Total	100%	100%

SolBridge Mission & Course Objectives

SolBridge International School of Business strives for excellence in educating the next generation of Asian thought leaders. Through research and scholarship we seek to contribute to and enrich the understanding and practice of management within the for-profit, not for-profit and governmental environments. Through our teachings, learning's and engagement with the business world, and with the support of our staff, we aspire to cultivate our students owning

Global perspectives, Asian Expertise, Creative management foundation, Cross-cultural competence and Social responsibility.

As services dominate most economies and are growing rapidly, understanding services is essential to understand marketing practices. In this course, you will learn the nature of services, requiring a distinctive approach to design marketing strategy. However, it does not necessarily imply that service marketing is uniquely different from goods marketing. Rather, this course will examine the importance of services on their terms and related marketing strategies and practices accordingly. From this course, you will have the opportunity to think strategically about marketing issues and business practices in the global perspectives. After the completion of this course, you will have a deeper understanding of marketing mix - 4P (product, place, promotion and price), customer segmentation, marketing metrics, consumer behavior, customer value and corporate social responsibility.

Learning Outcomes

Following successful completion of the course, students will have better understanding for addressing the following tasks that constitute modern services of marketing in the dynamic commercial environment.

1. Understanding service products, consumers, and markets
2. Apply the 4Ps of marketing to services
3. Designing and managing the customer interface
4. Developing customer relationships
5. Improving and striving for service excellence

Teaching Methodology

The course will be taught as a mixture of lectures and practice. Important theoretic concepts will be introduced via lecture while relevant practical issues will be covered via various practices (including group discussion or short presentation) in the class. Each group or student are encouraged to participate in 'active learning' in order to apply those concepts to real life examples.

Based on the main text book (essentials of Service Marketing by. Wirtz and Lovelock), the related lecture notes will be uploaded via online (Blackboard system). Students need to use their Solbridge e-mail whenever they submit their assignments. It is the student's responsibility to update their e-mail addresses and access the messages (as and) when necessary.

Course Materials and Readings

Textbook

Title: **Essential of Services Marketing**
Edition: 3rd edition
Author(s): Jochen Wirtz & Christopher Lovelock
Publisher: Pearson

Other material

Additional materials including readings, cases, or review questions, will be given by the instructor, and students are expected to be prepared for the class (in-class discussion). Students

are encouraged to search and read the related materials through books, marketing magazines, or journals.

Recommended General Reading and Sources

The text book includes various case studies. Those case studies will be discussed during the class. Also, marketing journals, or magazines are important sources of up-to-date knowledge on marketing. You are advised to read the following and other business journals to familiarize yourself with the latest developments in marketing areas. Relevant articles can be found in journals, and newspapers such as:

- Journal of Marketing Research
- Marketing Science
- The wall street journal (<https://www.wsj.com>)
- Forbes (<https://www.forbes.com>)
- The Economist (<https://www.economist.com>)

Assessment Method

There are four components to assessment in this course

Component	Weight
1. Midterm Examination	20%
2. Final Examination	30%
3. Class Participation + Assignment	20%
4. Final Project (presentation)	10%
5. Class Attendance	20%
Total	100%

Midterm Examination (20%)

The examination will be for 90 minutes and will cover the concepts discussed in class. The instructor will announce the format of the examination in class at a later date. There will be a mock exam in order to help students review the materials and prepare the exam one week before the midterm (TBA).

Final Examination (30%)

The examination will be for 90 minutes and will cover the concepts discussed in class after midterm exam. The instructor will announce the format of the examination in class at a later date.

Class Participation + Assignment (20%)

Class participation implies that the student enhances the quality of classroom discussion. This evaluation includes that students not only participate the course actively, but also provide extra motivation for learning.

During the class students are assigned to discuss and present one simple case study or solve one assignment. The task will be announced later in detail. (this will be in-class activities)

Groups

Much of those works (discussion or assignment) is done in groups. Students have to form groups of 3 to 4 members, and submit the names of each group member to (the) instructor. The deadline for the name submission of the group member is TBA. Students who have not formed groups by this deadline will be randomly allocated to groups by the instructor.

Final Project (10%)

There will be one final project. This will be an individual project and each student will be asked to prepare a short presentation (5 or 10 mins) (the time slot for each student will be assigned later). Also, each student should submit the slides before the final exam (by week 15). The topic will be announced later.

Expectations

1. The format should be PPT (power point) and the slides are 10 pages. Over 10 pages may cause the penalty of losing points.
2. As with other reports, should be professionally organized and delivered.
3. Comprehensiveness of relevant information, rigor of analysis and application of conceptual material, originality of analysis, creativity, and finally, viability of recommendations are the criteria for substantive evaluation
4. The presentation is about 5 minutes (up to 10 minutes, depending on the size of the class). Each student should **PRESENT** on the day of the presentation.

Class Attendance (20%)

Class attendance is very important for all students. Please attendance each class during the semester. The absence of the class is excused only if the student does not come to class, the student won't have access to the points provided by each activity. Following Woosong policies, it is expected that students attend all sessions. Documented excuses need to follow the respective policies developed in Solbridge. I won't accept excuses presented to me more than **one week** after the missing session. There are **no exceptions** to this! You must provide documented proof of a serious illness or trauma related injury through an official medical certificate within the allotted time (upload the document online, via info.solbridge.ac.kr).

Course Outline

This is a tentative outline. There will be adjustments as we move along. In each class, the instructor will announce the reading material for the next class.

Course Schedule

Week	09:00 ~ 10:30	Topic	Text Chapters
	Monday, Friday		
1	Lecture	*Course Introduction *Introduction to Service Marketing	1
2	Lecture	*Consumer Behavior in a Services Contest	2
3	Lecture	*Positioning Services in Competitive Markets	3
4	Lecture	*Developing Service Products: Core and Supplementary Elements	4

5	Lecture	*Distributing Services through Physical and Electronic Channels	5
6	Chu-Seok		
7	Lecture	*Setting Prices and Implementing Revenue Management	6
8		Midterm	
9	Lecture	*Designing and Managing Service Processes	7
10	Lecture	*Balancing Demand and Capacity	8
11	Lecture	*Crafting the Service Environment	9
12	Lecture	*Managing People for Service Advantage	10
13	Lecture	*Managing Relationships and Building Loyalty	11
14	Lecture	*Complain Handling and Service Recovery	12
15	Lecture	*Improving Service Quality and Productivity	13
16	Lecture	Final Exam	

Plagiarism, Copying and Academic Dishonesty

I. Plagiarism is the unauthorized use of another's work or ideas and the representation of these as one's own.

Definition of Plagiarism: "The practice of taking someone else's work or ideas and passing them off as one's own". (OED)

This includes among others but not limited to

- (a) copying another individual's or group's ideas and work, copying materials from the internet and other published sources and producing such materials verbatim,
- (b) Using others' ideas and work without proper citation of the original proponent or author of the idea. Students are expected to produce original work of their own for assignments

and examinations. A comprehensive definition and explanation of plagiarism will be given during the first class period, and students are expected to take serious note of this explanation.

These rules apply to internet sources also. Students are strongly advised to access the following website and learn how to avoid plagiarism. It is the student's responsibility to learn this on his/her own.

<http://owl.english.purdue.edu/owl/resource/589/01/>

SolBridge considers plagiarism as a serious breach of professional ethics. Plagiarism will not be tolerated in any form at SolBridge. Penalties can be as severe as expulsion from the university. To avoid plagiarism it always best to do your own work or cite the work of others appropriate. Refer to your student handbook for a more detailed description of plagiarism and the associated penalties.

In this class, the rules are:

1. The first instance of plagiarism will result in a "zero" for the assignment in question.
2. The second instance of plagiarism will result in a fail grade for the entire course.
3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from SolBridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

II. Copying Textbooks, copyrighted materials and academic dishonesty

A. Copying Textbooks and other copyrighted materials without permission of publisher or author is tantamount to theft. Therefore, students are expected to purchase the prescribed books and other materials from the Woosong Bookstore.

- Students using copied versions of books without permission will be asked to leave the classroom.
- In addition, such students will get "zero" participation points and any other penalties as levied by the instructor.

B. Academic Dishonesty includes but not limited to: (a) plagiarism, (b) cheating during examinations, (c) obtaining/ providing information for reports, assignments and examinations by fraudulent means, (d) falsification of information or data, and (e) false representation of others' effort as one's own.

Some examples of academic dishonesty are: copying from other students during examinations; copying material from other students' reports/ assignments and submitting the same as one's own report; creating fictitious interview materials for assignments or reports. These are just a few examples and not exhaustive.

In this class, the rules are:

1. The first instance of academic dishonesty will result in a "zero" for the assignment in question.
2. The second instance of academic dishonesty will result in a fail grade for the entire course.

3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from SolBridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

The rules on plagiarism, copying and academic dishonesty are non-negotiable.