



B.E. International Program

Faculty of Economics, Thammasat University



COURSE OUTLINE

MK 324/MK 352 Services Marketing

Semester: Second Semester 2011 Academic Year (January 9 – May 20, 2012)

Lecturer: Suwalya Khemvaraporn
E-mail: suwalya @ yahoo.com
Contact No. : (081) 842-2043

Session Day and Time: Thursdays from 14:00 – 17:00 hrs.
Room: 303, Faculty of Economics

Prerequisite:
(Curriculum 2004) MK201
(Curriculum 2009) MK201 or MK202

Course Description

This course is designed to provide B.E. students comprehensive understanding of Service Marketing concepts and theories with focus on knowledge needed to implement service strategies for competitive advantage across industries. This course will offer students the opportunity to develop and strengthen their service marketing strategies as they will be required to formulate a comprehensive service marketing action plan that will prepare them to become successful marketing managers in the future. Students will also be exploring marketing problems and apply marketing concepts to real life cases as this course enhances both a strategic services marketing perspective combined with the actual implementation of the conceptual framework. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one other either being in group or individual work.

Course Objectives

1. To provide students an in-depth understanding of the conceptual framework for customer focused management in order to further analyze, create, develop the complete strategic action plan, a key success in services marketing.
2. To emphasize the key elements on how to develop successful service marketing strategies such as the development of strong customers relationships through quality service at a strategic level on both a local & international platform.
3. To identify, explore and work on practical marketing cases and apply marketing concepts in business and non-business enterprises to further strengthen the understanding of services marketing.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic marketing planning process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Assessment

Midterm Exam	20% (March 1, 2012, 15.30-17.00)
Final Exam	30% (May 20, 2012, 13.30-16.30)

Remarks:

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|------------------------------------|-------------------------|
| ♦ Second semester begins | Jan. 9, 2012 |
| ♦ Period of withdrawal without "W" | Jan. 9-23, 2012 |
| ♦ Mid-Term Examination | Feb. 27 – March 3, 2012 |
| ♦ Last day of withdrawal with "W" | March 21, 2012 |
| ♦ Last day of class | Apr. 29, 2012 |
| ♦ Final Examination | May 4 - 20, 2012 |

Project Term Paper & Presentation

30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester. The term paper will be due on the final exam date with the last day of class approximately 20 minutes presentation.

Class Participation

20%

Participation includes attendance, discussions plus individual and group assignments. There will be open discussions and 'brainstormings' on the context, marketing cases and various business issues. Since this is a participative learning approach class, students are responsible and expected to attend all classes and hand in all assignments due.

Required Texts

Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler,

Services Marketing: Integrating Customer Focus Across the Firm, Fourth Edition (2006)

ISBN 007-124496-4, McGraw-Hill, Irwin, New York, USA

Student Responsibility

- Student is expected to do the reading of the chapter well before time of instruction
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important, therefore 3 lates equals 1 absent and 4 absents you will not be allowed to take the final exam.

Class Schedule for Second Semester 2011

Date	Topic	Chapter
January 12, 2012	Introduction Group Formation, class introduction & service exercise Introduction to Service What are Services and why service marketing?	1
January 19, 2012	Conceptual Framework of the Book: The Gap Model of Service Quality The Customer Gap, Provider Gap and Closing the Gaps	2
January 26, 2012	Focus on Customer Customer Behavior in Services Customer Expectations of Service Meaning and Types of Service Expectations	3 4
February 2, 2012	Customer Perceptions of Service Customer Perceptions; Customer Satisfaction; Service Quality Service Encounters: The Building Blocks for Customer Perception	5
February 9, 2012	Listening to Customer Requirements Listening to Customers Through Research Elements in an Effective Services Marketing Research Program	6
February 16, 2012	Building Customer Relationship Relationship Marketing Relationship Development Strategies	7

Class Schedule (continued)

Date	Topic	Chapter
February 23, 2012	Service Recovery The Impact of Service Failure and Recovery Service Recovery Strategies Service Guarantees	8
March 1, 2012 (15.30-17.00)	MIDTERM EXAMINATION	
March 8, 2012	Service Development and Design New Services Development Types of New Services Stages of New Service Development Service Blueprinting	9
March 15, 2012	Customer-Defined Service Standards Factors Necessary for Appropriate Service Standards Types of Customer-Defined Service Standards Physical Evidence and Servicescape Framework for Understanding Servicescape	10 11
March 22, 2012	Employees' Roles in Service Delivery Service Culture Strategies for Delivering Service Quality Customers' Roles in Service Delivery Strategies for Enhancing Customer Participation	12 13
March 29, 2012	Delivering Service Through Intermediaries and Electronic Channels Managing Demand and Capacity Strategies for Matching Capacity and Demand	14 15
April 5, 2012	Integrated Marketing Services Communications The Need for Coordination in Marketing Communication Key Reasons for Service Communication Challenges Four Categories of Strategies to Match Service Promise and Delivery	16
April 12, 2012	Pricing of Services Three Key Way that Service Prices are Different for Customers Approaches to Pricing Services	17
April 19, 2012	The Financial and Economic Impact of Service Service and Profitability: The Direct Relationship Customer Retention	18
April 26, 2012	Project Presentation and Recap	
May 20, 2012 (13.30-16.30)	FINAL EXAMINATION	