

Course Outline

MK314/332: PRODUCT AND SERVICE MANAGEMENT

Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3

Prerequisite: MK311 Consumer Behavior

Course Description:

A central theme of the course is that studying theoretical foundations and practical application of product & service management. The course starts by understanding unique differences between product & service that require distinctive marketing strategies. Business's relevant environment (e.g., customer behavior, government policy, and advanced technology) is also examined to gain an in-depth understanding of opportunities and challenges for creating business model, developing product & service, establishing creative marketing strategies and activities, as well as sustaining product & service excellence. The course provides broad issues in product & service value creation in businesses. Also essential is the course to study key tools and elements (e.g., business canvas and service blueprint) for product & service quality improvement that leads to customer's satisfied experience, loyalty, and value. Topics focus on product & service theory, strategy, practical implementation, control, and ethics.

Course Objectives:

1. To comprehend fundamental concepts and theories with relation to product and service management and apply such concepts and theories in the business setting
2. To develop a systematic and holistic thinking in product and service management, and integrate with other relevant fields, such as marketing, management, operations, and information technology
3. To accumulate and employ necessary skills and appropriate business tools to develop product and service quality and experience

Class Time and Logistic

Class day: Monday

Class time: 1-4 p.m.

Teaching Materials Platform: MS. Team (team code would be provided afterwards.)

Meeting Platform: Zoom - URL: <https://zoom.us/j/98770814178>

Remarks: Students are cordially requested to join the subject's LINE group for class communications: QR code is below:



Instructor:

Name: Ajarn Dr. Sorawadee Srivetbodee

Office Hours: Tuesday 1 p.m. -4 p.m., or by appointment

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Main Text:

Recommended Texts & Materials

Baker, M., Hart, S. (2007). Product Strategy and Management. Edinburgh: Prentice-Hall.

Lovelock, C., & Jochen, W. (2012). Services Marketing: People, Technology, Strategy. Eighth Edition. Pearson.

Ziethaml, V. A., Bitner, M. J., & Gremler, D. D. (2013). Services Marketing: Integrating Customer Focus across the Firm. Sixth Edition. New York, NY: McGraw-Hill.

Suggested Readings:

Lewrick, M. (2018). The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems. Wiley.

Grading Criteria:

85-100	A
80-84	B+
70-79	B
65-69	C+
60-64	C
55-59	D+
50-54	D
<50	F

Grading Criteria (Cont.) :

Attendance & participation	10%
Mid-term examination	20%
Term project and presentation #Product/Service design thinking	35%
Final examination	35%
Total	100%

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	Students are expected to embrace honesty and responsibility into their study, daily life and future career.
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	Students comprehend and apply the tenets of sufficiency theory.
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students are expected to adhere to class regulations and rules, such as attending class on time and following other general university regulations.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	Students are capable to realize the important of business integrity and apply the relevant ethical concepts to analyze business.

	2. Knowledge	Expected Learning Outcomes
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	Students are expected to acquire knowledge in business and management continuously.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	Students are expected to comprehend the holistic concept and importance of social science on business management.
●	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	Students can understand the overview of doing a business (i.e., business process, business planning, organizational structure, performance management etc.) and able to analyze and use in business settings appropriately.
N/A	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	Students are able to acquire an advanced level of academic knowledge and flexibly reflect in the case studies within the class
	3. Intellectual Development	Expected Learning Outcomes
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Students can search and process information related to different business concepts and theories that best fit with the firm's characteristic and business environment.
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Students are expected to show a systematic, logical and creative way of thinking in the class discussion, assignments, groupworks, and exams.
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	Students are able to propose solutions that most enable the firms to gain a competitive advantage to the business case problems within the class.
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Students can demonstrate teamwork, interpersonal and leadership skills with professionalism in the class's groupworks.
●	4.2 Be creative and constructively criticize to solve problem of the team.	Students are encouraged to think outside the box to the questions and/or case studies raised in the class.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	Students can do self-study in their class activities, assignments and group works to promote a sense of lifelong learning.

	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	Students can demonstrate both mathematics and statistical knowledge (if applicable) in their business decisions and daily life.
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	Students are able to well communicate their ideas related to marketing and business to their classmates in Thai and foreign languages.
●	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Students are expected to describe business concept in writings and present the business ideas verbally in an efficient manner.
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	Students use a wide array of information technologies to support groupworks, assignment and future career.

Tentative Class Schedule:

Week	Topics	Activities/ Text & Materials/ Media
1 (Aug. 9, 2021)	-Course introduction -Fundamental knowledge on products and services -Differences between products and services -Product level, product hierarchy, product types -Business environment factors -Business model & its relationship with product and service	Activities -Break the ice session -Group forming session *For case discussion and term project assignment, students are required to form 5-6 students per group and submit the list of their team members to lecturer.
2 (Aug. 16, 2021)	Product decisions for products and services -Decisions at product types, product mix, and product line level -Product screening tool: BCG Matrix -Decisions about tangible and intangible/augmented products and services	Video: BCG Matrix: How it Works
3 (Aug. 23, 2021)	Product life cycle and product strategy -Product life cycle -Marketing strategy for market leaders and followers in each cycle	Case Discussion: Heinz Salad Cream
4 (Aug. 30, 2021)	New product development & managing product entities -Types of new products -New product development stages	Case Discussion: Kleenex Tissue New Product Launch

Week	Topics	Activities/ Text & Materials/ Media
	-Product Innovation -Basic principles of product and packaging design	
5 (Sep. 6, 2021)	Design thinking Workshop for Product & Service – Part I	Class workshop using online collaborative platform
6 (Sep. 13, 2021)	Design thinking Workshop for Product & Service – Part II	Class workshop using online collaborative platform
7 (Sep. 20, 2021)	Management of weak products -Audit criteria of weak products -The weak product revitalization process and services -Alternative elimination strategies for weak products	Discussion of weak products that students had found and the reasons why they failed Video: product failure
Mid-Term Exam Period: Sep. 26-October 3, 2021 (Date: TBA)		
8 (Oct. 4, 2021)	Introduction of Service Concept & The Gaps Model of Service Quality -7P Marketing: the foundations of service marketing -Service innovation -Service Quality (SERVQUAL) -The customer gap	In-class activity -SERVQUAL (service quality) from the service sector
9 (Oct. 11, 2021)	Managing Marketing Promises: Pricing strategy -Costs and pricing strategy in service	Case discussion: Amazon and Airbnb
10 (Oct. 18, 2020)	Managing Marketing Promises: Distribution strategy - Distribution strategy in service	Case discussion: Pomelo
11 (Oct. 25, 2021)	Managing Service Promises: Integrated Service Marketing Communications -Key service communication challenges -Five categories of strategies to match service promises with delivery	Activity: discussion on service communication approach found in daily life
12 (Nov. 1, 2021)	Delivering and Performing Service Physical Evidence and Servicescape People performing service: The Employee-Profit Chain Process: Service blueprinting	Video: Mandarin Oriental In-class activity: practice doing a service blueprinting design for a bank
13 (Nov. 8, 2021)	Relationship Marketing and Customer Relationship Management (CRM) -How to develop loyalty bonds with customers	Video: Starbucks Class discussion: Identify a business that you use a service/buy product from on a regular basis
14 (Nov. 15, 2021)	Balancing demand and supply in services • How to balance demand and supply in services	Video: Virtual queueing in the period of Covid outbreak in Europe

Week	Topics	Activities/ Text & Materials/ Media
	<ul style="list-style-type: none"> • Queue configuration patterns in services • Class wrap-up 	
<p>15 (Nov. 22, 2021)</p>	<p>Term project presentation # Product & service design thinking group project</p> <p><i>(Deadline for students to submit the group's term project report and PPT file to instructor's e-mail: Nov. 18, 2021 by 12 p.m.)</i></p>	<p>Presentation: 20 minutes per group (including Q&A)</p>
Final Exam Period: Nov. 27-29, Dec. 1-3, 7-9, 11-17, 2021 (Date: TBA)		

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2021

Semester 1/2021 (August 9 - November 27, 2021)	
Classes Begin	August 9, 2021
Add-drop period	August 6 - 15, 2021
Tuition Fee Installment Plan For ID.61-63 only <i>(9 AM - 10.30 PM)</i>	#Round 1 (July 16 – 18, 2021) #Round 2 (August 30 – September 3, 2021) #Round 3 (September 20 – 22, 2021)
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2021</i>
<i>Prince Mahidol Day*</i>	<i>September 24, 2021</i>
Mid-term Examination Period	September 27 - October 3, 2021
Withdrawal period with "W" on record	October 11 - November 15, 2021
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2021</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 22, 2021</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2021</i>
Last day of class for Semester 1/2021	November 27, 2021
Final exam period	November 29-30, December 1-3, 7-9, 11-17, 2021
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2021</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 6, 2021</i>
<i>Constitution Day*</i>	<i>December 10, 2021</i>

Remark * Holiday, No classes during this period