

## Course Outline

### MK314 Product and Service Management

**Semester 1/2024 (August 13 - December 2, 2024)**

**Lecture Time:** Monday, 13.00-16.00 hours

**Lecture Venue:** Room 202, 2nd floor, Faculty of Economics

#### Teaching Materials Platform:

MS Team: Access Code: To be provided

\*As a permanent teaching materials portal, the files will be uploaded in MS Team before each class starts at least two days.

LINE Group:

Students are cordially invited to join class communications via QR code. →



#### Instructor:

**Name:** Asst. Prof. Dr. Sorawadee Srivetbodee

**Office Hours:** Monday (Tha Prachan) 11 a.m. – 12.00 a.m.

For other slots, kindly make an appointment in advance.

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**Number of Credit:** 3 Credits (3-0-6)

**Prerequisite:** MK311

#### 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.

**Expected Learning Outcomes:**

	<b>1. Morality and Ethics</b>	<b>Expected Learning Outcomes</b>
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	<b>2. Knowledge</b>	<b>Expected Learning Outcomes</b>
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	

N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to 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.	
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.	
	<b>3. Intellectual Development</b>	<b>Expected Learning Outcomes</b>
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.	
●	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.	
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.	
	<b>4. Interpersonal Skills and Responsibilities</b>	<b>Expected Learning Outcomes</b>
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	

●	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	<b>5. Quantitative Analysis, Communication and Information Technology</b>	<b>Expected Learning Outcomes</b>
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	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.	
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

**Main Text:**

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.

**Recommended Texts & Materials**

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

**Suggested Readings:**

IPSOS (2021). **What the Future Buying**. <https://future.ipsos.com/wp-content/uploads/2021/03/What-The-Future-Buying.pdf>

Moon, Y. (2005). **Break Free from the Product Life Cycle**. *Harvard Business Review*.

Waldron, T. & Wetherbe, J. (2020). **Ensure that Your Customer Relationships Outlast Coronavirus**. *Harvard Business Review*.

## Grading Criteria

85-100	A
75-84	B+
70-74	B
65-69	C+
60-64	C
50-59	D+
40-49	D
0-39	F

Learning assessment	Percentage
Attendance/Participation/In-class group activities	10%
Assignment & Workshop -Assignment: Packaging brief and identity : 5% -Design thinking workshop: 5%	10%
Group term project and presentation on service design thinking and 7P Marketing Mix Analysis -Presentation file submission in PDF format 15% -Pitching 5%	20%
Mid-term examination	30%
Final examination	30%
<b>Total</b>	<b>100%</b>

## Tentative Class Schedule:

Week	Topics	Activities/ Text & Materials/ Media
<b>1</b> (Aug. 19, 2024)	<b>-Course introduction</b> <b>-Fundamental knowledge on products &amp; services</b> -Differences between products and services -Product level, product hierarchy, product types -Business environment factors -Business model canvas	<b>Activities</b> -Break the ice session -Group forming session -Business model canvas exercise
<b>2</b> (Aug. 26, 2024)	<b>Product decisions for products and services</b> -Decisions at product types, product mix, and product line level -Product screening tool: BCG Matrix -Decisions about tangible and intangible/augmented products and services	<b>Video:</b> BCG Matrix: How it Works  <b>Class activity:</b> FMCG brand's product mix exercise
<b>3</b> (Sep. 2, 2024)	<b>Managing product entities</b> -Basic principles of product & packaging design -Branding identity -Packaging brief	<b>Debriefing assignment 1:</b> Packaging brief and identity
<b>4</b> (Sep. 9, 2024)	<b>Product life cycle and product strategy</b> -Product life cycle -The new S-Curve -Marketing strategy in each product life cycle	

<b>Week</b>	<b>Topics</b>	<b>Activities/ Text &amp; Materials/ Media</b>
<b>5</b> (Sep. 16, 2024)	<b>New product development &amp; product failure strategy</b> -New product development -Management of weak products: revitalization or elimination strategies	<b>Group presentation: packaging brief and identity assignment (5%)</b>
<b>6</b> (Sep. 23, 2024)	<b>-Design thinking workshop: part 1</b> -Empathize, Define & Ideate	<b>Debriefing assignment 2:</b> Product design thinking
<b>Mid-Term Examination: Monday, September 30, 2024, 12.00-14.00 hrs.</b>		
<b>7</b> (Oct. 7, 2024)	<b>-Design thinking workshop: part 2</b> -Prototype, Test & Reflect -How to pitch ideas	
<b>8</b> (Oct. 14, 2024) <i>Public holiday make-up class: TBA</i>	<b>Introduction to 7P Marketing, Service Quality, &amp; Service Satisfaction</b> - 7P Marketing -Service Quality (SERVQUAL & E-SERVQUAL – for service using e-commerce website & mobile applications) -The provider and customer gap -Listening to research quality using research	
<b>9</b> (Oct. 21, 2024)	<b>Managing Marketing Promises: Pricing and Distribution strategy</b> -Costs and pricing strategy in service -Distribution channel, omni-channel in service	<b>Group presentation: design thinking workshop (5%)</b>
<b>10</b> (Oct. 28, 2024)	<b>Managing Service Promises: Integrated Service Marketing Communications</b> -Key service communication challenges -Service communications Triangle -Five categories of strategies to match service promises with delivery	<b>Activity:</b> -Designing service communications for service application
<b>11</b> (Nov. 4, 2024)	<b>Delivering and Performing Service</b> Physical Evidence and Servicescape People performing service: The Employee-Profit Chain Process: Flowcharting & Service blueprinting	<b>In-class activity:</b> practice doing a service blueprinting design
<b>12</b> (Nov. 11, 2024)	<b>Relationship Marketing and Customer Relationship Management (CRM)</b> -Loyalty bonds -Marketing technology in RM & CRM	<b>Reading:</b> Waldron, T. & Wetherbe, J. (2020). <i>Ensure that Your Customer Relationships Outlast Coronavirus</i> . Harvard Business Review.
<b>13</b> (Nov. 18, 2024)	<b>Balancing demand and supply in services</b> -How to balance demand and supply in services -Queue configuration patterns in services	<b>Video:</b> Virtual queueing in the period of Covid outbreak in Europe <b>Case Study:</b> Disneyland

Week	Topics	Activities/ Text & Materials/ Media
<b>14</b> (Nov. 25, 2024)	<b>Innovation and Technology in Service</b>  <b>Service case study analysis</b>	
<b>15</b> (Dec. 2, 2024)	<b>Group term project presentation # Service design thinking &amp; 7P marketing analysis</b>  <i>(Deadline for students to submit the group's term presentation file in PDF Format to instructor's e-mail: Nov. 29, 2024 by 12 a.m.)</i>	<b>Presentation:</b> 20 minutes per group (including Q&A)
<b>Final Examination:</b> <b>Saturday, December 14, 2024, 13.30-16.30 hrs.</b>		