Syllabus

An analysis of the principles, methods and problems of marketing for both professional and consumer services. A study of competition, customer services, services design, pricing, services promotion, and distribution strategies.

Course Objectives:
To enable the students to:
1. Explain how to conduct an analysis of marketing opportunities.
2. Explain how to operate a market research.
3. Describe how to make decisions on services development.
4. Discuss how to settle disputes on distribution decisions.
5. Explain how to operate promotion decisions.
6. Describe how to implement pricing decisions.
7. Explain how to operate a services business in accordance with the people decisions.

Textbook:

Student Evaluation:
Achievement of these objectives will be measured as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Homework assignments</td>
<td>25%</td>
</tr>
<tr>
<td>Class Participation &amp; Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
</tbody>
</table>

Class Format:
The class will consist of weekly lectures, class discussion, and review of the assigned reading and assigned homework questions. It is vital that students read the class assignments and complete the homework assignments, in order to keep up with the class and participate in class discussion. In general, a typical class routine will be:

1. Review of homework, and clarifications of previous lectures/reading.
2. Lecture relating to the new assigned reading.
3. Class discussion of the new assigned reading and lecture.

Course Instructor:
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Student Evaluation

Evaluation

- Examinations will consist mostly of multiple-choice questions. Other types of questions may be included, such as short essay questions, however these will comprise only a small portion of the exam.
- The homework is mandatory, and must be turned in by the assigned time. Late assignments are not accepted. Do NOT wait until the very last minute, in case something happens to the computer or your internet connection. Plan on spending at least an hour or two to complete these assignments.
- The class participation grade will be based on a student’s preparedness and willingness to discuss the homework assignments and assigned readings, and his/her overall contribution to class discussions. The instructor may assign some homework problems out of the book; these will be discussed in class, and will be part of your class participation grade.
- Grades will typically be scored on a scale of: 90-100 = A; 80-89 = B; 70-79 = C, 60-69 = D; < 60 = F. However, the instructor may use a grading curve, which will only improve (never reduce) students' scores. This curve will apply to the final grades only, however the instructor will explain how the curve might apply to individual exams.
- Provisions for missed exams may be made for extraordinary situations, on a case by case basis, at the instructor’s sole discretion. Students who may miss an exam should make every effort to inform the instructor prior to the exam.

Attendance

Regular class attendance is expected, and poor attendance may reduce a student’s class participation grade. Students are responsible for material missed due to absence and it is their responsibility to consult with the instructor on such matters. The student is responsible for formal withdrawal from the course should such action be required. However, if the student has missed more than six (6) hours of class before the official withdrawal date, has not given the instructor written notice of their intention to complete the course requirements, and does not attend class and take examinations after the withdrawal date, the student will be dropped from the class and receive a W.

Academic Honesty

Cheating in any form will not be tolerated. Any student discovered cheating on an examination will be dropped from the course and receive an F, and if deemed necessary, the matter will be forwarded through the channels prescribed in the SGT Student Handbook.
Course Descriptions

Foundations of Services
It provides students with basic introduction to developing the effective marketing strategy, determining the nature of the business, and examining what services and goods offer alternative ways to meet a customer’s needs.

Weeks 1 & 2
- More details...

Focus on the Customers
It provides students with the basic of issues such as which types of customers to target, the nature of consumer decision making, the relationship marketing strategies, and how consumer behavior concepts apply in a service setting.

Weeks 3 & 4
- More details...

Understanding Customer Requirements
There is an extensive discussion of the nature and terminology of the service processes used to create and deliver services help define the role of customers, the nature of customers’ experience, the availability of alternative delivery methods, ...

Weeks 6 & 7
- More details...

Services Design and Standards
Through examples, students learn the formation of core and supplementary elements of core service product, which is a function of the nature of the business. It’s important to know what differentiates a company’s service offering ...

Week 9
- More details...

Delivering & Performing Service
There is a simple, intuitive exposition of the options for delivering and performing service. The choice of channel may change the nature of the service experience. Marketers also have opportunities to use 3rd-party intermediaries to perform...

Week 10
- More details...

Managing Service Promises
There are a full treatment of the pricing and promoting perspective. It depends on the perceived value of the service,... We also discuss the many tools available to service marketers for promotional and educational purposes.

Weeks 11 & 12
- More details...

Integrating Services Marketing
This covers the significant issues for all service strategies (1) what are appropriate roles for people and technology? And (2) how can our firm achieve service leadership?

Weeks 13 & 14
- More details...
Foundations of Services

Topic Summary

It provides students with basic introduction to developing the effective marketing strategy, determining the nature of the business, and examining what services and goods offer alternative ways to meet a customer’s needs.

Weeks 1 & 2

Topic 1:
1. Services in the Modern Economy
2. Marketing Services versus Physical Goods
3. An integrated Approach to Service Management
4. The Evolving Environment of Services
5. A Structure of Making Service Management Decisions

Homework

- Chapter I— Question I.5 (Lovelock (p.24))
- Chapter I— Question I.8 (Lovelock (p.24))
- Chapter I— Exercises I.2 (Zeithaml (p.30))
- Chapter I— Exercise I.3 (Zeithaml (p.30))
- Chapter I— Activity (Palmer (p.36))

Course Instructor:
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Focus on the Customers

Topic Summary
It provides students with the basic of issues such as which types of customers to target, the nature of consumer decision making, the relationship marketing strategies, and how consumer behavior concepts apply in a service setting.

Weeks 3 & 4

Topic 2:
1. Focusing on the right Customers
2. Understanding Customer Needs and Expectations
3. How Customers Evaluate Service Performances
4. The Purchase Process for Services
5. Mapping the Customer’s Service Experience

Homework
- Chapter IV— Question IV.8 (Lovelock (p.94))
- Chapter V— Question V.6 (Lovelock (p.116))
- Chapter III— Exercise III.3 (Zeithaml (p.77))
- Chapter V— Exercise V.6 (Zeithaml (p.134))
- Chapter V— Activity (Palmer (p.176))

Exam 1 preparation

Topic 3:
1. Targeting the right Customers
2. From Transactions to Relationships
3. Creating & Maintaining Valued Relationships
4. The Problems of Customer Misbehavior

Course Instructor:
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Understanding Customers

Topic Summary
There is an extensive discussion of the nature and terminology of the service processes used to create and deliver services help define the role of customers, the nature of customers’ service experience, the availability of alternative delivery methods, and the application of information technology.

Weeks 6 & 7

Topic 4:
1. How do Services differ from one another?
2. Service as a Process
3. Different Processes pose distinctive Management Challenges

Topic 5:
1. Where does the Customer fit in the Service Operation?
2. Managing Service Encounters
3. Service as a System
4. The Customer as Co-producer

• Homework
  - Chapter II— Question II.2 (Lovelock (p.46))
  - Chapter III— Question III.4 (Lovelock (p.72))
  - Chapter III— Question III.6 (Lovelock (p.72))
  - Chapter VI— Exercise VI.5 (Zeithaml (p.174))
  - Chapter VII— Exercise VII.1 (Zeithaml (p.207))
  - Chapter XIII— Exercise XIII.1 (Zeithaml (p.415))
  - Chapter IV— Activity (Palmer (p.142))

• Exam 2 preparation

Course Instructor:
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Services Design & Standards

**Topic Summary**

Through examples, students learn the formation of core and supplementary elements of core service product, which is a function of the nature of the business. It's important to know what differentiates a company's service offering from that of the competition and what adds value for customers.

Week 9

**Topic 6:**
1. The Service Offering
2. Identifying and Classifying Supplementary Services
3. Service Design
4. Reengineering Service Processes

**Homework**
- Chapter VII— Question VII.4 (Lovelock (p.164))
- Chapter VII— Question VII.5 (Lovelock (p.164))
- Chapter IX — Exercise IX.3 (Zeithaml (p.281))
- Chapter IX— Exercise IX.4 (Zeithaml (p.281))
- Chapter II— Activity (Palmer (p.64))
- Chapter III— Activity (Palmer (p.103))

**Course Instructor:**
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Delivering & Performing Service

Topic Summary
There is a simple, intuitive exposition of the options for delivering and performing service. The choice of channel may change the nature of the service experience. Marketers also have opportunities to use third-party intermediaries to perform certain tasks in any given delivery channel.

Week 10

- Homework
  - Chapter XI— Question XI.4 (Lovelock (p.260))
  - Chapter XI— Question XI.6 (Lovelock (p.260))
  - Chapter XIV— Exercise XIV.2 (Zeithaml (p.446))
  - Chapter XIV— Exercise XIV.3 (Zeithaml (p.447))
  - Chapter IX— Activity (Palmer (p.341))

Course Instructor:
VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Managing Service Promises

**Topic Summary**

There are a full treatment of the pricing and promoting perspective. It depends on the perceived value of the service, the price of competing alternatives, and the customer’s willingness and ability to pay. We also discuss the many tools available to service marketers for promotional and educational purposes.

Weeks 11 & 12

**Topic 8:**
1. Paying for Service: The Customer’s Perspective
2. Foundations of Pricing Strategy
3. Pricing & Demand
4. Putting Pricing Strategies into Practice

**Topic 9:**
1. The Role of Marketing Communication
2. Communication Strategies for Services
3. The Marketing Communications Mix
4. Marketing Communications and the Internet

**Topic 10:**
1. The Need for Focus
2. Creating a distinctive Service Strategy
3. Service Positioning
4. Perceptual Maps as Positioning Tools
5. Creating & Promoting Competitive Advantage
6. New Service Development

**Homework**

- Chapter VIII— Question VIII.7 (Lovelock (p.188))
- Chapter IX-- Question IX.2 (Lovelock (p.211))
- Chapter IX-- Question IX.7 (Lovelock (p.211))
- Chapter X-- Question X.6 (Lovelock (p.236))
- Chapter XVI-- Exercise XVI.2 (Zeithaml (p.509))
- Chapter XVII-- Exercise XVII.3 (Zeithaml (p.540))
- Chapter VII-- Activity (Palmer (p.256))
- Chapter X-- Activity (Palmer (p.384))
- Chapter XI-- Activity (Palmer (p.433))

**Course Instructor:**

VO ANH DUNG, MBA
E-mail: dungva@saigontech.edu.vn
Integrating Services Marketing

This covers the significant issues for all service strategies (1) what are appropriate roles for people and technology? And (2) how can our firm achieve service leadership?

Weeks 13 & 14

**Topic 11:**
1. Human Resources: An Asset Worth Managing
2. Human Resource Issues in high-contact Environments
3. Job Design & Recruitment
4. Empowerment of Employees
5. Service Jobs as Relationships
6. Human Resources Management in a Multicultural Context

**Topic 12:**
1. The Search for Synergy in Service Management
2. Creating a Leading Service Organization
3. In Search of Leadership

**Homework**
- Chapter XV— Question XV.2 (Lovelock (p.342))
- Chapter XV— Question XV.7 (Lovelock (p.342))
- Chapter XVII— Question XVII.4 (Lovelock (p.390))
- Chapter XII— Exercise XII.4 (Zeithaml (p.382))
- Chapter XVIII— Exercise XVIII.1 (Zeithaml (p.569))
- Chapter XVIII— Exercise XVIII.2 (Zeithaml (p.569))

**Review**

**Final Exam preparation**