

**NATIONAL UNIVERSITY OF SINGAPORE**  
**NUS Business School**  
**Department of Marketing**

MKT3412 Services Marketing

Lecturer Dr Siok Kuan **Tambyah**  
BIZ1 8-11 Mochtar Riady Building  
NUS Business School  
Tel: 6516-3155, Email: biztsk@nus.edu.sg

Session **Semester II, 2010/2011** (F1 Wed 12-3pm and F2 Thu 12-3pm)

Course Objectives

Services form an essential component of many consumer societies around the world, and service experiences are an integral part of our lives. In this course, we will examine the development, distribution, pricing and promotion of services and how excellence in these areas results in service offerings that are of value to consumers. We will also explore the human factor in services marketing (e.g., managing service staff, leadership, building loyal customers) and how processes, people and policies are managed to achieve and deliver exceptional service quality.

Text and Readings

Christopher Lovelock, Jochen Wirtz and Patricia Chew (2009), *Essentials of Services Marketing*, Prentice Hall. Any additional readings can be downloaded via IVLE.

Assessment Methods

**Individual Assignments**

Class Participation	15%
Compliment Letter	20%
Complaint Analysis	15%
Servicescape Photo Essay	20%
<b>Group Project</b>	<b>30%</b>
<b>TOTAL</b>	<b>100%</b>

The course operates on an interactive, discussion-based format. You will benefit most when you come to class prepared (i.e., having read the assigned readings and discussion questions, and ready to share your views). Individual and group assignments are tailored specifically to the learning goals for each semester, and are intended to provide a stimulating learning experience. **If you are unable to make attending class a priority, please take an alternative course. Students must also be prepared to attend course-relevant guest lectures if such learning opportunities are available.**

**MKT3412 Services Marketing – Timetable)**  
**(Semester II, 2010/2011)**

		<u>Wed /Thu (12-3pm)</u>
<b>Session 1</b>	<b>Introduction to Services Marketing (Ch.1)</b>	<b>12 / 13 Jan</b>
<b>Session 2</b>	<b>Consumer Behavior in a Services Context (Ch.2)</b> <b>Positioning Services in Competitive Markets (Ch.3)</b> <u>Team Formation</u>	<b>19 / 20 Jan</b>
<b>Session 3</b>	<b>Developing Service Products (Ch.4)</b> <b>Promoting Services and Educating Customers (Ch.7)</b>	<b>26 / 27 Jan</b>
	<b>Chinese New Year (no class)</b>	<b>2 / 3 Feb</b>
<b>Session 4</b>	<b>Distributing Service Through Physical and Electronic Channels (Ch.5)</b> <b>Developing and Managing Service Processes (Ch.8)</b>	<b>9 / 10 Feb</b>
<b>Session 5</b>	<b>Setting Prices and Implementing Revenue Management (Ch.6)</b> <b>Balancing Demand Against Productive Capacity (Ch.9)</b>	<b>16 / 17 Feb</b>
	<b>Recess (no class)</b>	<b>23 / 24 Feb</b>
<b>Session 6</b>	<b>Crafting the Service Environment (Ch. 10)</b> <u>Individual: Servicescape Photo Essay (12 noon Tuesday 1 Mar)</u>	<b>2 / 3 Mar</b>
<b>Session 7</b>	<b>Managing People for Service Advantage (Ch.11)</b> <b>Service Leadership (Ch.15)</b>	<b>9/ 10 Mar</b>
<b>Session 8</b>	<b>Managing Relationships and Building Loyalty (Ch.12)</b> <u>Individual: Compliment Letter (12 noon Tuesday 15 Mar)</u>	<b>16 / 17 Mar</b>
<b>Session 9</b>	<b>Complaint Handling and Service Recovery (Ch.13)</b> <u>Individual: Complaint Analysis (12 noon Tuesday 22 Mar)</u>	<b>23 / 24 Mar</b>
<b>Session 10</b>	<b>Improving Service Quality and Productivity (Ch. 14)</b>	<b>30 / 31 Mar</b>
<b>Session 11</b>	<b>Project Presentations</b> <u>Group: Presentation Materials (12 noon on class day)</u>	<b>6 / 7 Apr</b>
<b>Session 12</b>	<b>Project Presentations</b>	<b>13 / 14 Apr</b>

## **MKT3412 Services Marketing – Individual Assignments (Semester II, 2010/2011)**

Each student is individually responsible for **70%** of her/his grade for this course. Please make sure that you read through and comply with all the requirements and deadlines. **Failure to do so will result in a grade penalty.** Please plan ahead as there will be **no deadline extensions. Do not wait till the last minute to do your assignments as the Compliment Letter and Complaint Analysis assignments require a longer lead time.** You can upload your completed assignments any time before the final due date. For the written and photo essay assignments, you will be graded for the quality of your analysis and the extent to which you have presented your arguments in a coherent and compelling manner.

1. **15%** is allocated for class participation. This involves showing an understanding of the critical issues raised in the readings, a willingness to speak up and participate in the discussions, and a conscious effort to make a contribution. If you miss class, your class participation score will be adversely affected. You will be given a **Class Participation Score Sheet** to keep track of your contributions in class. The score sheets will be given out at the start of each session and collected at the end of the class. I will review the score sheets after each session.
2. In this assignment (**20%**), you will write a Compliment Letter based on a real service encounter that you have experienced. The letter should be written in a detailed and professional style, clearly and objectively stating what happened, what the personal consequences were of this service encounter, and what you would like the company to do with your positive feedback.

You should obtain a response from the company. Make sure you follow up if you do not hear from them. Evaluate the company's response, and provide an analysis of your reflections about what the company has done. This is a three-part assignment: (1) Your letter (2) The company's response (3) Your analysis.

To ensure that the service experience is fresh in your memory, the service encounter should be **no earlier than 1 January 2011**. You should start writing this letter as soon as you are registered for the course to give the company time to respond and for you to follow up if they do not. If you wish to do so, the letter can be sent via electronic means, but please note that you should write a proper letter, not a short email. Also, please do not use a feedback form (hardcopy or softcopy) as this restricts what you can write even though they may have a blank template.

There is no page limit for your letter and the company's response but the analysis **should not be more than 800 words (double-spacing, 12-point font)**. This compliment letter, any follow-up correspondence and the analysis are due by **12 noon Tuesday 15 March 2011 (week of Session 8)**. Before uploading your

assignment, please remove or disguise any confidential identifying material (e.g., your address, account number, handphone number, etc) as these letters may subsequently be read by your classmates. Please upload a soft copy of all materials consolidated in one file into the “Compliment Letters” Folder in the IVLE Workbin.

3. In this assignment (**15%**), you will conduct a Complaint Analysis. Visit the Straits Times Forum ([www.straitstimes.com](http://www.straitstimes.com)) and read what people are complaining about their service encounters in Singapore. Pick any one complaint (remember, it must be related to services!) and track the follow-up correspondence (e.g., response from the company or responses from other readers). Evaluate these responses, and provide an analysis of your reflections about what the company has done and the opinions of other readers. This is similar to the Compliment Letter assignment except that you do not need to write the complaint letter. Again, this is a three-part assignment: (1) The complaint letter of your choice from the Straits Times Forum (2) The responses (3) Your analysis. Your summary analysis **should not be more than 800 words (double-spacing, 12-point font)**. This complaint analysis (including the complaint letter and responses) is due by **12 noon Tuesday 22 March 2011 (week of Session 9)**. Please upload a soft copy of all materials consolidated in one file into the “Complaint Analyses” Folder in the IVLE Workbin.
4. There will be a Servicescape Photo Essay accounting for **20%** of your grade. You are required to visit a servicescape of your choice in Singapore. However, please do not use a service organization that you have written about in your compliment letter. Using **no more than six single photos (not collages of photos), detailed captions (2-3 sentences) for each photo, and a write-up (double-spacing, 12-point font, not more than 800 words)**, comment on your experience visiting the servicescape, what you have learned about the design of service environments, the positive and negative features of the servicescape, and what (if necessary) can be done to improve it.

The Photo Essay is due by **12 noon Tuesday 1 March 2011 (week of Session 6)**. Please upload a soft copy of your Photo Essay into the “Servicescape Photo Essays” Folder in the IVLE Workbin. The photos you present as part of your essay should be taken by you and not downloaded from any sources. The photo essay can be submitted using any software that you are familiar with, for example, as powerpoint slides with the photos and captions inserted. The write-up can be submitted as a Word file. The maximum file size is 50 Mb.

## **MKT3412 Services Marketing – Group Assignments (Semester II, 2010/2011)**

There will be a group assignment accounting for **30%** of your grade. We will try and form teams as early as Session 2 if possible. The purpose of this project is to use insights from the course to analyze problem scenarios faced by various services providers in Singapore, and to suggest recommendations for them to overcome these challenges. These problem scenarios will be provided for you.

Every team will submit informal “progress reports” and eventually make a formal presentation. The informal “progress reports” are intended to help the teams along with their analyses as we go through the semester. The formal presentations will take place during **Sessions 11 and 12**. We will draw lots for the problem scenarios and presentation dates. No formal written report is required.

### **Project Requirements**

Your project grade will be based on a holistic appraisal of the content and quality of your analysis and presentation, according to the requirements outlined below. Your contributions to the project will also be evaluated by your team-mates, and your grade may be adjusted if needed.

#### **1. Application of Services Marketing Concepts and Theories**

First and foremost, your team will be evaluated by how well you have used the concepts and theories discussed in class to (a) gain insights into the challenges faced by your particular service provider in Singapore and (b) derive key recommendations for the service provider.

#### **2. Use of Resources and Methods of Analysis**

Second, your team will be evaluated by how you have achieved the above by using the appropriate resources and methods of analysis (e.g., secondary data, talking to customers and/or service providers, etc).

#### **3. Presentation**

You will be required to make an engaging and interesting “live” presentation (not a presentation video) lasting no more than **20 minutes**. Your presentation should highlight and articulate the key findings and recommendations of your research. **Every team member must present.** A soft-copy of your presentation materials must be uploaded into the “Presentation Materials” Folder in the IVLE Folder **by 12 noon of Session 11 (regardless of your presentation date)**. A hard-copy of your presentation materials must be made available to me at the time of your presentation during **Session 11 or 12**.