

Course Syllabus

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| 1 | Course title | Services Marketing |
| 2 | Course number | 1604726 |
| 3 | Credit hours | 3 |
| | Contact hours (theory, practical) | 3 |
| 4 | Prerequisites/corequisites | - |
| 5 | Program title | MBA |
| 6 | Program code | 04 |
| 7 | Awarding institution | University of Jordan |
| 8 | School | Business |
| 9 | Department | Marketing |
| 10 | Course level | 1 |
| 11 | Year of study and semester (s) | Second term 2020/21 |
| 12 | Other department (s) involved in teaching the course | MBA |
| 13 | Main teaching language | N/A |
| 14 | Delivery method | <input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online |
| 15 | Online platforms(s) | <input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others..... |
| 16 | Issuing/Revision Date | 10- October -2022 |

17 Course Coordinator:

Name: Dr Dana Kakeesh

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Office Hours:

- Sunday 12:30 – 1:30 PM
- Monday 10:30 – 11:30 AM
- Tuesday 10:30 – 11:30 AM

**18 Other instructors:**

n/a

19 Course Description:

In this course, the differences between the marketing of goods and services are explored, and the traditional strategic marketing mix is expanded to include new components that are suitable for the unique characteristics of services industry. This course offers the most recent academic studies, business trends, technological advancements, social media usage, and case studies from different service sectors like banking, education, real states, healthcare, financial planning, IT solutions, consulting, from local, regional, and global contexts. Additionally, it explains the three key stages of the services industry—pre-encounter, encounter, and post-encounter—and concentrates on issues and tactics unique to service marketing in the digital era.

This course equips students with the necessary information, skills, and competences to be able to create plans for marketing the services, design the services processes, and develop strategies to effectively manage marketing performance both online and offline.

20 Course aims and outcomes:

A- Aims:

Be familiar with the scope of services marketing and the different marketing strategies in the digital era.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

| SLOs of the course | SLO (1) | SLO (2) | SLO (3) | SLO (4) | SLO (5) | SLO (6) | SLO (7) | SLO (8) |
|--|---------|---------|---------|---------|---------|---------|---------|---------|
| 1. Understand specific nature of services marketing. | x | | | | | | | |
| 2. Understand how to build customer loyalty and assess customer lifetime value. | x | | | | | | | |
| 3. Describe the key drivers that lead to successful service marketing efforts both online and offline. | | | | | x | | | |
| 4. Analyze and discuss marketing cases related to services marketing | | | | | | | | x |
| 5. Create customer experiences and to illustrate technology's impact on services | | | | | | | | x |
| 6. formulate a successful service encounter stage using the different marketing strategies. | | | x | | | | | |
| 7. Crafting the service environment. | | | | | x | | | |
| 8. Managing people for service advantage. | | | | | | | | x |



*Upon successful completion of Bachelor in Marketing, the students should be able to:

SLO1-Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.

SLO 2- Describe the theories and concepts in the field of digital Marketing.

SLO 3-Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.

SLO 4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.

SLO 5- Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

SLO 6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

SLO 7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.

SLO 8-Work efficiently within teams -to accomplish marketing projects.



21. Topic Outline and Schedule:

- Learning Methods (Face to Face/Blended/ Fully Online): Face-to-face
- Synchronous / Asynchronous Lecturing: All the lectures are Synchronous

| Week | Topic | Intended learning Outcomes | Evaluation Methods | Platform | Resources |
|------|--|---|--|-----------|---|
| 1 | Chapter one: Creating Value in the Service Economy | LO1 Understand how services contribute to a country's economy. LO 2 Know the principal industries of the service sector. LO 3 Identify the powerful forces that are transforming service markets. | - Classroom discussions - Exam | On-campus | Textbook Online resources Extra material Lecture |
| 2 | Chapter one: Creating Value in the Service Economy | LO4 Understand how business-to-business services improve the productivity of their client organizations and drive economic development. LO 5 Be familiar with the difference between outsourcing and offshoring of services. LO 6 Define services using the non-ownership framework. LO 7 Identify the four broad categories of services. LO 8 Be familiar with the characteristics of services and the distinctive marketing challenges they pose. LO 9 Understand the components of the traditional marketing mix applied to services. LO 10 Describe the components of the extended marketing mix for managing the customer interface. | - Classroom discussions - Exam -Task | On-campus | Textbook Online resources Extra material Lecture |
| 4 | Chapter one: Creating Value in the Service Economy | LO 11 Appreciate that the marketing, operations, human resources, and information technology | - Classroom discussions - Exam | On-campus | Textbook Online resources Extra material |

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| | | <p>functions need to be closely integrated in service businesses.</p> <p>LO 12 Understand the implications of the Service-Profit Chain for service management.</p> <p>LO 13 Know the five-part framework for developing effective service marketing strategies.</p> | | | Lecture |
| 5 | Chapter two: Understanding Service Consumers | <p>LO 1 Understand the three-stage model of service consumption.</p> <p>LO 2 Use the multi-attribute model to understand how consumers evaluate and choose between alternative service offerings.</p> <p>LO 3 Learn why consumers often have difficulties evaluating services, especially those with many experience and credence attributes.</p> <p>LO 4 Know the perceived risks customers face in purchasing services and the strategies firms can use to reduce consumer risk perceptions.</p> <p>LO 5 Understand how customers form service expectations and the components of these expectations.</p> | <p>- Classroom discussions</p> <p>- Exam</p> | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |
| 6 | Chapter two: Understanding Service Consumers | <p>LO 6 Know the moment-of-truth metaphor.</p> <p>LO 7 Contrast how customers experience and evaluate high- versus low-contact services.</p> <p>LO 8 Be familiar with the servuction model and understand the interactions that together create the service experience.</p> <p>LO 9 Obtain insights from viewing the service encounter as a form of theater.</p> <p>LO 10 Know how role, script, and perceived control theories contribute to a better understanding of service encounters.</p> <p>LO11 Describe how customers evaluate services and what determines their satisfaction.</p> | <p>- Classroom discussions</p> <p>- Exam</p> <p>-Task</p> | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |

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| 7 | Chapter Three: Positioning Services in Competitive Markets | <p>LO 1 Understand how the customer, competitor, and company analysis (i.e., the 3 Cs) helps to develop a customer-driven services marketing strategy.</p> <p>LO 2 Know the key elements of a positioning strategy (i.e., segmentation, targeting, and positioning; STP), and explain why these elements are so crucial for service firms to apply.</p> <p>LO 3 Understand how to use positioning maps to analyze and develop competitive strategy.</p> <p>LO 4 Know how to apply positioning to digital services and platform business models.</p> <p>LO5 Develop an effective positioning strategy.</p> | <ul style="list-style-type: none"> - Classroom discussions - Exam - Course Project | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |
| 8 | Chapter four: Developing Service Products and Brands | <p>LO 1 Understand what a service product is.</p> <p>LO 2 Understand the benefits of having well-defined service products.</p> <p>LO 3 Know the three components of a service product.</p> <p>LO 4 Be familiar with the Flower of Service model.</p> <p>LO 5 Understand service branding.</p> <p>LO 6 Know the four brand architecture options at the corporate level.</p> <p>LO 7 Understand how individual services and experiences can be branded.</p> <p>LO 8 Understand what is required to deliver branded service experiences.</p> <p>LO 9 List the categories of new service development, ranging from simple style changes to major innovations.</p> | <ul style="list-style-type: none"> - Classroom discussions - Exam - Course Project | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |
| 9 | Mid-Term Exam | Chapters 1 + 2 +3 + 4 | - Essay | On-campus | |
| 10 | Guest Speakers | | | | |
| 11 | Chapter five: Distributing services through physical and electronic channels | LO 1 Know the four key questions that form the foundation of any service distribution strategy: What, How, Where, and When. | <ul style="list-style-type: none"> - Classroom discussions - Exam - Course Project | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |

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| | | <p>LO 2 Describe the three interrelated flows that show what is being distributed.</p> <p>LO 3 Be familiar with how services can be distributed using three main options, and understand the importance of distinguishing between distributing core and supplementary services.</p> <p>LO 4 Recognize the issues of delivering services through electronic channels and discuss the factors that have fueled the growth of service delivery via cyberspace.</p> <p>LO 5 Understand the determinants of customers channel preferences.</p> <p>LO 6 Know the importance of channel integration.</p> | | | |
| 12 | Chapter Six: Service Pricing and Revenue Management | <p>LO 1 Recognize that effective pricing is central to the financial success of service firms.</p> <p>LO 2 Outline the foundations of a pricing strategy as represented by the pricing tripod.</p> <p>LO 3 Define different types of financial cost and explain the limitations of cost-based pricing.</p> <p>LO 4 Understand the concept of net value and how gross value can be enhanced through value-based pricing and reduction of related monetary and nonmonetary costs.</p> <p>LO 5 Describe competition-based pricing and situations where service markets are less price competitive.</p> <p>LO 6 Define revenue management and describe how it works.</p> | <ul style="list-style-type: none"> - Classroom discussions - Exam - Course Project | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |
| 13 | Chapter Eight: Designing and managing service processes | <p>LO 1 Know the difference between a service experience and service process.</p> <p>LO 2 Tell the difference between flowcharting, blueprinting, and customer journey mapping.</p> <p>LO 3 Develop a blueprint for a service process with all the typical design elements in place.</p> | <ul style="list-style-type: none"> - Classroom discussions - Exam - Course Project | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |

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| | | <p>LO 4 Understand how to use fail-proofing to design fail points out of service processes.</p> <p>LO 5 Know how to set service standards and performance targets for customer service processes.</p> <p>LO 6 Appreciate the importance of consumer perceptions and emotions in service process design.</p> <p>LO 7 Explain the necessity for service process redesign.</p> <p>LO 8 Understand how service process redesign can help improve both service quality and productivity.</p> <p>LO 9 Understand the levels of customer participation in service processes.</p> | | | |
| 14 | Chapter Nine: Balancing demand and productive capacity | <p>LO 1 Know the different demand Vs. supply situations that fixed capacity firms may face.</p> <p>LO 2 Describe the building blocks of dealing with the problem of fluctuating demand.</p> <p>LO 3 Understand what is meant by productive capacity in a service context.</p> <p>LO 4 Be familiar with the basic ways to manage capacity.</p> <p>LO 5 Recognize that demand patterns vary by segment, so that segment-specific variations in demand can be predicted.</p> <p>LO 6 Be familiar with the five basic ways to manage demand.</p> <p>LO 7 Understand how to use the marketing mix elements of price, product, place, and promotion to smooth out fluctuations in demand.</p> <p>LO 8 Be familiar with strategic approaches to utilize residual surplus capacity even after all other options of matching demand and capacity have been exhausted.</p> | <p>- Classroom discussions</p> <p>- Exam</p> <p>- Course Project</p> | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> <p>Lecture</p> |
| 15 | Chapter Ten: Crafting the Service Environment | <p>LO 1 Recognize the four core purposes service environments fulfill.</p> | <p>- Classroom discussions</p> <p>- Exam</p> | On-campus | <p>Textbook</p> <p>Online resources</p> <p>Extra material</p> |

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| | | <p>LO 2 Know the theoretical foundation from environmental psychology that helps us understand how customers and employees respond to service environments.</p> <p>LO 3 Be familiar with the integrative servicescape model.</p> <p>LO 4 Know the three main dimensions of the service environment.</p> <p>LO 5 Discuss the key ambient conditions and their effects on customers.</p> <p>LO 6 Determine the roles of spatial layout and functionality.</p> <p>LO 7 Understand the roles of signs, symbols, and artifacts.</p> | - Course Project | | Lecture |
| TBC | Final Exam | All the chapters excluding the mid-term exam material | Essay | On-campus | |

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

| Evaluation Activity | Weight | Topic(s) | SLOs | Period (Week) | Platform |
|-----------------------|--------|---|-----------------|----------------------------|----------------------|
| Tasks + Participation | 10% | All the topics | 1,2,3,4,5,6,7,8 | Over the 14 teaching weeks | On-campus |
| Course Project | 20% | TBC | 1,2,3,4,5,6,7,8 | Week 12 | Moodle and on campus |
| Midterm Exam | 30% | Chapters 1+2+3+4 | 1,2,3,4 | Week 9 | On Campus |
| Final Exam | 40% | All the chapters excluding the mid-term exam material | 1,2,3,4,5,6,7,8 | TBC | On Campus |

23 Course Requirements

Effective participation, active listening, course project, task submission, exams.

24 Course Policies:

A- Attendance policies: - Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

- That means that if you absent from 3 classes the credit of this course will not be awarded under any circumstances.

B- Absences from exams and submitting assignments on time: - The final exam make up of essay questions and it is going to be a paper-based. The time will be assigned in advance of exams time.

- No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

- No make-up for the make-up exam.

- The make-up exam will have a higher level of difficulty than the normal one with 40 - 60% and the exam will consist of essay questions only.



C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behaviour (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

- Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

E- Grading policy: It depends on the average.

25 References:

A- Required book(s), assigned reading and audio-visuals:

- Wirtz, J., & Lovelock, C. (2021). Services marketing: People, technology, strategy. World Scientific.

B- Recommended books, materials, and media:

- Journal of Service Research - SAGE Journals
- Journal of Services Marketing - Emerald Insight
- Hoffman, K. D., & Bateson, J. E. (2016). Services marketing: concepts, strategies, & cases. Cengage learning.
- Mudie, P., & Pirrie, A. (2012). Services marketing management. Routledge.
- Rao, K. R. M. (2011). Services marketing. Pearson Education India.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services marketing strategy. Wiley International Encyclopedia of Marketing.

26 Additional information:

n/a

Name of Course Coordinator: Dr. Dana Kakeesh Signature: ----- Date: October 10, 2022

Head of Curriculum Committee/Department: Dr. Rami Al-Dweeri Signature: -----

Head of Department: Dr. Rami Al-Dweeri Signature: -----

Head of Curriculum Committee/Faculty: Prof. Naheel Saqef Al-Hait Signature: -----

Dean: Prof. Raed Bani Yaseen Haddad Signature: -----