

**HONG KONG BAPTIST UNIVERSITY
DEPARTMENT OF MARKETING
FIRST SEMESTER 2003-2004**

SUBJECT : MKT 3860 Services Marketing

PREREQUISITE : MKT 2310 Marketing Management

INSTRUCTOR : Dr. Noel Y.M. Siu (Tel.: 3411 7529 Rm: WLB 608)

INTRODUCTION

This course is designed to introduce you to the modern marketing philosophies and practices of services marketing. The purpose is to provide an overview of the services marketing process and its differences from the marketing of consumer products. The course will cover both theory and application. The growing significance of services marketing beyond its traditional connotations of advertising and personal selling will also become apparent.

Principle issues to be explored include:

- ◆ Understanding services
- ◆ Focus on Customers and Managing Customers relationships
- ◆ Creating Value in a Competitive Market
- ◆ Managing the Ps of Services Marketing

TEXTBOOK

Lovelock, C., Wirtz, J. and Keh, H.T. (2002), Services Marketing in Asia, Prentice-Hall.

OTHER REFERENCES

Zeithaml, V.A. and Bitner, M.J. (2003), Services Marketing: Integrating Customer Focus Across the Firm, 3rd Edition, McGraw-Hill.

Baron, S. and Harris, K. (2003), Services Marketing, 2nd Ed., Palgrave.

Lovelock, C. (2001), Services Marketing: People, Technology, Strategy, 4th Ed., Prentice-Hall.

Hoffman, K.D. and Bateson, J.E.G. (2002), Essentials of Services Marketing: Concepts, Strategies and Cases, 2nd Ed., Harcourt College Publishers.

Kurtz, D.L. and Clow, K.E. (1998), Services Marketing, N.Y.: John Wiley & Sons.

You are required to read relevant articles from various journals such as:

Journal of Services Marketing

Journal of International Consumer Marketing

Journal of Consumer Research

International Journal of Service Industry Management

ASSESSMENT

Class participation and discussion ¹	20%
Written assignment	10%
Group project	
written	20%
oral	10%
Final exam	40%

¹ Participation includes: offering comments, discussing actively, suggesting materials to be discussed both in tutorials and lectures.

MKT 3860 SERVICES MARKETING
1ST SEMESTER 2003-2004
TOPIC OUTLINE

WEEK	DATE	TOPIC	CHAPTER ²
1	Sept 8 Sept 11	Understanding Services Marketing: an Introduction <i>No tutorial</i>	Lovelock Ch. 1
2	Sept 15 Sept 18	Managing Service Encounters <i>Tutorial 1: Group Formation</i>	Lovelock Chs. 2-3
3	Sept 22 Sept 25	Understanding Customer Behavior in Service Settings <i>Tutorial 2: Services Marketing Mix</i>	Lovelock Ch. 4
4	Sept 29 Oct 2	Managing Customer Relationships <i>Tutorial 3: Service Factory</i>	Lovelock Ch. 5
5	Oct 6 Oct 9	Complaint Handling and Service Recovery <i>Tutorial 4: Develop a Flowchart</i>	Lovelock Ch. 6
6	Oct 13 Oct 16	Understanding Customers Through Marketing Research <i>Tutorial 5: Story of a Service Hero</i>	Zeithaml Ch. 5
7	Oct 20 Oct 23	Positioning a Service <i>Tutorial 6: Case 1 – Holiday Inn Worldwide Asia Pacific</i>	Lovelock Ch. 7
8	Oct 27 Oct 30	Managing Service Product <i>Tutorial 7: Case 2 – Hair-Works</i>	Lovelock Ch. 8

² The information in this column is for your reference only. You need to read other reference books and journal articles

9	Nov 3 Nov 6	Managing Service Promotion and Customer Education <i>Tutorial 8: Case 3 – Managing an Advertising Agency in Myanmar</i>	Lovelock Ch. 10
10	Nov 10 Nov 13	Delivering Services <i>Tutorial 9: Case 4 – Primula Parkroyal Hotel</i>	Lovelock Chs. 11-12
11	Nov 17 Nov 20	Managing Demand and Waiting Lines <i>Tutorial 10: Group Project Presentation</i>	Lovelock Chs. 13-14
12	Nov 24 Nov 27	Managing Pricing Strategies <i>Tutorial 11: Group Project Presentation</i>	Lovelock Ch. 9
13	Dec 1	Conclusion	

Written Assignment (10%)

- Students need to form groups and do one of the following cases:
 - Holiday Inn Worldwide Asia Pacific (the case is attached)
 - Hair-Works (the case is attached)
 - Managing An Advertising Agency in Myanmar (see Textbook pp. 602-607)
 - Primula Parkroyal Hotel (see Textbook pp. 576-583)
- The length of the assignment is not more than 1,500 words. In your assignment, you need to give a brief background/ introduction and answer the questions in a cohesive way.
- Hand in your assignment right after your presentation.

Holiday Inn Worldwide Asia Pacific:

The case is about issues involving regional expansion in Asia. It aims to discuss franchising and difficulties involved in managing service quality under these conditions as well evaluating customer satisfaction and brand image measurement systems.

Questions:

1. Describe HIWAP's strategy for growth in Asia? What problems/ opportunities does this pose for HIWAP?
2. How do you assess HIWAP's historic methods of measuring brand image and customer satisfaction?
3. How do you assess Synergy's recommendations on (1) brand image, (2) customer satisfaction, (3) quality service delivery?

Hair-Works:

The case provides you with experience in developing a marketing strategy in a highly people-intensive business.

Questions:

1. What are the major segments of hairstyling industry?
2. Which segment(s) should Eddie Wong target? Why?
3. What type of services should Eddie's salon offer?
4. What should Eddie do strategically? And how should he do it?

Managing an Advertising Agency in Myanmar:

This case introduces you the unique problems faced by service firms in developing countries.

Questions:

1. How would you characterise the consumer market in Myanmar?
2. How would you describe the advertising industry in Myanmar?
3. What are the alternatives facing JointCom and the arguments for and against each option?
4. What actions should JointCom pursue and why?

Primula Parkroyal Hotel:

This case introduces you to the importance of target marketing and positioning, crucial elements at the strategic planning stage.

Questions:

1. What should PRP's positioning be to differentiate it from its competitors?
2. What should be its target markets for the coming year(s)? Should they be the same for peak and off-peak seasons?
3. What are PPR's key challenges to achieve its target positioning and improve room revenues?
4. What actions would you recommend PPR to take over the next 12 months?