

National Taiwan University
Department International Business

Fall 2011

Services Marketing

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Textbook: Bateson and Hoffman, *Services Marketing* (4th Edition)
HBS Cases: To be distributed

Course Objective:

The purpose of this course is to (1) provide an overview of services marketing as a managerial challenge; (2) familiarize students with services marketing mix related knowledge; and (3) enable students to improve the ability of working problems and projects out as a team.

Lectures, class participation, case discussions and group activities are designed to help students LEARN as more as possible in FUN and INTERESTING ways.

Tentative Course Requirements:

Class Attendance and Participation (Required)
Group Exercises and Case Discussions
Service Investigation Exercises (Individual and Group)
Exams
Group Term Project

Learn the attitude/behavior of good service providers & the teamwork spirit.
Positive attitude, commitment and teamwork are highly required for this course.
The professor will track and help your progress throughout the semester.
(Peer Evaluation will be performed within each group for all group activities)

Tentative Course Topics

**Subject to Change According to Student Performance and Needs
(Class handouts will be distributed to students prior to the discussion of a topic.)**

1. Course Introduction
2. Fundamental and Overview of Services (Chapter 1-3)
3. Consumer Behavior in Services (Chapter 4)
Group Discussion: Consumer's Service Decision Making

HBS Case Discussion
Singapore Airlines: Customer Service Innovation (A)
4. Customer Expectation Management (Chapter 11)
Group Discussion: Examining Consumer's Expectations
5. GAPS Model: Diagnosing Failure Gaps in Services (Chapter 12)
Group Discussion: Diagnosing Service Gaps for Firms
6. Measuring Customer Perceptions of Service Quality (Chapter 12)
Group Exercise: Measuring the Service Quality of a Firm
7. Measuring Customer Satisfaction (Chapter 11)

HBS Case Discussion:
Starbucks: Delivering Customer Service
8. Managing the Servicescape: Physical Evidence in Services (Chapter 8)
Case Overview: Taipei Hotel Group
The Airline Industry

Service Investigation Exercise Starts
9. Midterm Exam (Date to be announced)
10. Considerations for Services Pricing (Chapter 6)
Case Overview: American Airlines' Yield Management
Hermes' Service Oriented Pricing Strategy
Air Asia's Value Pricing

11. Managing Marketing Communication and Branding for Services (Chapter 7)
Service Advertising Overview

12. People as Service Strategy (1): Managing Service Employees (Chapter 9)

HBS Case Discussion:

The Ritz-Carlton Hotel

13. People as Service Strategy (2): Managing Service Consumers (Chapter 10)

Group Exercise:

Jay Customers vs. Service Employees

14. Managing Service Failure and Recovery (Chapter 13)

Service Investigation Exercises Due (Date to be announced)

15. Customer Waiting Management (Chapter 10)

16. Customer Relationship Management and Retention (Chapter 14-15)

17. Group Term Project Presentation

Learning From the Success of Southwest Airlines

Required Reading:

1) “Southwest Airlines 2008” HBS Case

2) “Try to Match Our Prices” (2001) Short Case

3) Book: Freiberg & Freiberg, *Nuts, Southwest Airlines’ Crazy Recipe for Business and Personal Success* (Brad Press) , **or Chinese Edition** “西南航空：讓員工熱愛公司的瘋狂處方”（智庫文化）

18. Final Exam