

National Taiwan University
Department International Business

Spring 2010

Services Marketing

Professor: Dr. J. Chris Lin
Office: Room 501, College of Management Building 2
Phone: 3366-9732
E-mail: jlin@management.ntu.edu.tw
Textbook: Hoffman and Bateson, *Services Marketing: Concepts, Strategies and Cases* (International Student 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 Discussion
Service Investigation Exercises (Both 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 at the end of the semester.)

Tentative Course Topics Covered

**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 Exercise: Consumer's Service Decision Making
4. Customer Expectation (Chapter 12)
Group Exercise: Examining Consumer's Expectations
5. GAPS Model (Chapter 13)
Group Exercise: Diagnosing Service Gaps for a Firm
6. Customer Perceptions of Service Quality (Chapter 13)
Group Exercise: Measuring the Service Quality of a Firm
7. Customer Satisfaction (Chapter 12)
**HBS Case Discussion:
Starbucks: Delivering Customer Service**
8. Servicescape: Physical Evidence in Services (Chapter 9)
**Case Overview: Singapore Airlines vs. Other Airlines
Taipei Hotel Group**

Service Investigation Exercise Starts
9. Midterm Exam (Date to be announced)
10. Service Pricing (Chapter 7)
**Case Overview: American Airlines' Yield Management
Hermes' Service Oriented Pricing Strategy
Air Asia's Value Pricing**
11. Marketing Communication and Branding of Services (Chapter 8)
Advertising Overview

12. The Roles of Employees in Service Delivery (Chapter 10)

13. The Roles of Customers in Service Delivery (Chapter 11)

Group Exercise:

Role Play: Jay Customers vs. Service Employees

14. Service Failure and Recovery (Chapter 14)

Service Investigation Exercises Due (Date to be announced)

15. Waiting Management (Chapter 11)

16. Customer Relationship Management & Retention (Chapter 15-16)

17. Group Project Presentation:

Learning From the Success of Southwest Airlines

Case Books:

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

(2) Gittell, *The Southwest Airlines Way* (McGraw Hill) **(Optional)**

Additional Southwest Airlines related readings will also be distributed.