

National Taiwan University
Department International Business

Fall 2010

Services Marketing

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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 Discussions
Service Investigation Exercises (Both Individual and Group)
Exam
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 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 Discussion: Consumer's Service Decision Making

HBS Case Discussion
Singapore Airlines: Customer Service Innovation (A)
4. Customer Expectation (Chapter 12)
Group Discussion: Examining Consumer's Expectations
5. GAPS Model (Chapter 13)
Group Discussion: Diagnosing Service Gaps for Firms
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: Taipei Hotel Group
The Airline Industry

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)
Service Advertising Review
 12. The Roles of Employees in Service Delivery (Chapter 10)
HBS Case Discussion:
The Ritz-Carlton Hotel
 13. The Roles of Customers in Service Delivery (Chapter 11)
Group Exercise:
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 and Retention (Chapter 15-16)
 17. Group Term 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 be distributed.***