

**National Taiwan University**  
**Department International Business**

**Spring 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