COURSE SYLLABUS

Course Number: Mkt 142
Title: Services Marketing: Selling the Intangible
Department/Program: Marketing and Law
Semester: 2nd
School Year: 2012-2013
Instructor: Chiqui Escareal-Go

COURSE DESCRIPTION

Products or brands now live or die by the promise of service. With quick commoditization as a fact of business life, companies are choosing to differentiate via service offerings that could be more difficult to replicate. Since service is intangible, the challenge of services marketing begins with setting the promise that is consistent with the brand, then creating the processes, the physical environment and the people (or the additional 3Ps) to “tangibilize” the service offering. Finally, one must ensure the fulfillment of that promise based on the strategic marketing plan and execute the service delivery flawlessly.

This course aims to prepare students to understand what services marketing is and to become consumers and future managers able to think and act critically in this field. This awareness and appreciation of services would enable these students to function as effective executives in a services market, who are able to develop and implement sustainable and successful marketing strategies using various frameworks in understanding the customer, uncovering insights and formulating innovations in service.

A. COURSE OBJECTIVES

Students will learn:
(1) the milieu and distinctiveness of services especially the unique challenges involved in marketing services;
(2) the concept of product intangibility or differences between marketing in service versus manufacturing;
(3) the different components of the services marketing mix (the 7Ps);
(4) the role of employees and customers in the delivery of service; and
(5) the key factors for success in service businesses and how service can be a source of competitive advantage using innovation and insighting frameworks.
B. COURSE OUTLINE

A. Introduction

B. Brief Overview of Service Marketing

C. Trends: Understanding the importance of Service in a Service-based Economy

D. Difference between products and services
   
a. The role of the Services Manager vs. the Product Manager: Implications

E. Service Process Map

F. Some Marketing Fundamentals

G. Understanding the Customer in a Services Setting (consumer behavior)

H. Planning Service via STP

I. The 4Ps plus the 3Ps
   
a. The 3 Ps of Services Marketing: People
   b. The 3 Ps of Services Marketing: Process/Physical Environment

J. Tools and Frameworks in services marketing: SERVQUAL / RATER / SERVICE QUALITY GAPS

K. Innovation in Services Marketing
   
a. Insighting
   b. BIDA/MOT matrix
   c. Service and BIG IDEAS workshop

L. Service Quality and Satisfaction
   
a. Service Metrics

M. Failure and Recovery

N. Service Guarantees / Retention

O. Service Setting Design: Aligning the strategy

P. Delivering Outstanding Service
   
a. Managing the Servicescape (physical environment)
   b. Internal Marketing (role of employees – people and process)
   c. Understanding the customer satisfaction profit chain / Value Profit Chain
   d. Customer Experience Management

C. TIMEFRAME 12-14 weeks depending on holidays

D. REQUIRED READING

E. SUGGESTED READINGS


F. COURSE REQUIREMENTS

- a. Group Reports
- b. Service Journals
- c. Midterm Exam/Project
- d. Final Project

G. GRADING SYSTEM: Ateneo Grading System

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam/Project</td>
<td>20%</td>
</tr>
<tr>
<td>Group Report/Reflection on Readings/Topics</td>
<td>20%</td>
</tr>
<tr>
<td>Service Experience Journals (total of 4)</td>
<td>20%</td>
</tr>
<tr>
<td>Innovative Service Final Project</td>
<td>30%</td>
</tr>
<tr>
<td>Class Involvement (attendance, in-class presentations, quality participation)</td>
<td>10%</td>
</tr>
</tbody>
</table>

100%

H. CLASSROOM POLICIES

1. Standard behavior (specifically, punctuality, active class participation, honesty and initiative) is expected.
2. While regular rules on attendance or tardiness as well as dress code of the department will be followed, absences will affect class involvement mark.
3. All cellphones should be put on silent mode.
4. There will be a 30-minute break that can be changed as agreed with the class.
5. Sources must be stated in all papers, which must be submitted on time.
6. No laptops, please learn to take down notes the traditional way.

I. CONSULTATION HOURS  Wednesdays 2-4 pm or by appointment or by email