**Course Syllabus**

**Spring 2024**

**Dr. Dalal Ahmad**

**Services Marketing 324**

**Lecture Time and Location:**

**DEPT 324/ 1A**  : Monday & Wednesday 2:00 PM – 3:15 PM

**Contact Information:**

**Location** : BA Building, first floor, Department of Management and Marketing

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**Office** : 24986170

**Office Hours** : Monday & Wednesday 9:00 AM – 9:30 AM & By appointment

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : BA Building, first floor, Department of Management and Marketing

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**Office Hours** : Monday, Tuesday, & Wednesday 12:30 PM – 3:30 PM

**Course Description:**

With the increase importance of services around the world and the continuing increase of customers’ demand for excellent services, it is essential to include this course in the marketing curriculum. This course will focus on the fundamentals of services marketing and how it’s become a competitive advantage that is necessary for retaining profitable relationship with the customers. A detailed explanation of the 4P’s and how to apply them in services are in the central focus of this course. Moreover, this course will focus on applying new elements to the service marketing mix: people, processes, physical evidence.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

* To understand the fundamentals of services marketing.
* To understand the challenges involved in marketing and managing services in different types of organizations. **LG1**
* To identify and analyze the different elements of the service mix (the 7 Ps).
* To discuss and explain the main issues to be considered to maintain customer satisfaction and service quality. **LG1**
* To understand the role of employees in delivering services.
* To understand how to turn services into unique competitive advantage. **LG1**
* To link the concept of marketing services to other major marketing concepts such as relationship marketing.
* To learn how to prepare a blue print for a service in order to create valued experience and productive operations. **LG1 LG2**
* To learn the principles of effective service recovery systems. **LG1**

**Required Material:**

**Textbook** : Wirtz J. ***Essentials of Services Marketing***. 4Th edition / Global ed. Harlow United Kingdom: Pearson; 2023.

Lovelock C Wirtz J. ***Services Marketing***. 7th ed. Harlow United Kingdom:

Pearson Education Limited; 2011.

**Additional Material** : Student notes, and Power Point slides

**E-Learning System** : Moodle

**Course Website** : <https://moodle.ku.edu.kw>

**Course Requirements and Policies:**

* Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
* Students must follow all the ethical standards in the classroom.
* All mobile phones should be turned off or the student will be asked to leave the classroom.
* NO nepotism, or cronyism.
* The course will consist of lectures, in class activities, guest speakers, a group project, quizzes, midterm, and a final.
* Students’ attendance and participation are expected.
* Students will form groups (a maximum of 3 students in each) in order to complete the course project (see below for details).
* There will be no makeup work for exams. If an exam was missed given an accepted excuse, an average will be used based on the student’s grades.

**Individual Assignments:**

**Homework:**

* As part of the learning process, students will be assigned specific questions related to relevant topics to be completed as individual homework. This exercise serves to reinforce understanding, encourage independent thinking, and provide an opportunity for students to demonstrate their comprehension and critical thinking skills outside of the classroom setting. By completing these assigned questions, students can deepen their knowledge and further engage with the subject matter.

**In-Class Tests:**

* The assessment in this course will consist of three quizzes, and one midterm throughout the semester, followed by a comprehensive final exam. These exams serve as critical evaluation points to gauge students' understanding of the course material, their ability to apply concepts, and their analytical skills.
* The three quizzes will help students prepare for more significant summative assessments, such as midterm and final exams. They encourage students to stay organized, review material regularly, and build a solid foundation of knowledge throughout the semester.
* The term exam will be strategically scheduled to cover different sections and themes of the course, allowing students to demonstrate their knowledge acquired up to that point. The exam will assess students' comprehension of theoretical frameworks, their ability to analyze services marketing scenarios, and their application of concepts to real-world examples.
* The final exam will encompass the entire course, incorporating a comprehensive review of all topics covered during the semester. This exam will test students' overall understanding and integration of services marketing concepts, as well as their ability to synthesize information from different modules.

**In-Class Activities:**

* In-class activities will be held as needed to make sure students actively participate in the learning process, and to provide a platform for students to apply services marketing theories to real-world scenarios. This will help maintain focus and interest in the taught subjects.

**Participation:**

* Student participation is crucial for a vibrant classroom environment, fostering engagement and diverse perspectives.
* Students are encouraged to ask questions, share examples, suggest ideas, and contribute relevant perceptions during class discussions.

**Group Project:**

* Students will be asked to form groups of maximum 3 students each. Each group has to select a leader who is going to be responsible for organizing the teamwork.
* Each group will be responsible for meeting the deadlines in a timely manner.
* During the semester at the selected date, each group must present their project.
* A peer evaluation has to be handed to the instructor in case of a conflict within the group.
* A written report has to be handed before the presentation.
* A comprehensive project description can be found both at the end of this syllabus and on Moodle.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 5% | Quizzes |
| 5% | In class Activities |
| 15% | Assignments |
| 15% | Midterm Exam |
| 20% | Final Project & presentation |
| 40% | Final Exam |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |
| --- | --- |
| **Title** | **Topics** |
| Introduction to Services Marketing | Definition of services  Characteristics of services  Role of services in the economy  Challenges and opportunities in services marketing |
| Consumer Behavior in a Services Context | Understanding consumer decision-making in services  Factors influencing service consumption  Consumer perceptions of service quality  Consumer expectations and satisfaction in services |
| Positioning Services in Competitive Markets | Market segmentation in services  Targeting specific customer segments  Differentiation and positioning strategies in services  Competitive advantage in service marketing |
| Developing Service Products and Brands | Designing service offerings  Branding and brand management in services  New service development  Service product life cycle |
| Distributing Services through Physical and Electronic Channels | Service distribution channels  Channel selection and management  Online and offline distribution strategies  Managing service intermediaries |
| Setting Prices and Implementing Revenue Management | Pricing strategies in services  Pricing tactics and methods  Revenue management and yield optimization  Value-based pricing in services |
| Promoting Services and Educating Customers | Marketing communication in services  Promotion strategies for services  Integrated marketing communication  Customer education and relationship marketing |
| Designing Service Processes | Service blueprinting and process design  Service process improvement  Customer involvement in service processes  Service automation and technology |
| Balancing Demand and Capacity | Managing service demand  Capacity planning and management  Overcoming capacity constraints  Demand forecasting in services |
| Crafting the Service Environment | Physical evidence and its role in services  Service environment design and layout  Tangibility and service atmosphere  Creating memorable service experiences |
| Managing People for Service Advantage | Role of employees in service delivery  Service employee selection and training  Service leadership and motivation  Employee empowerment and service culture |
| Managing Relationships and Building Loyalty | Customer relationship management (CRM)  Building customer loyalty and retention  Customer lifetime value  Personalization and customization in services |
| Complaint Handling and Service Recovery | Handling customer complaints effectively  Service recovery strategies  Service guarantees and warranties  Turning complaints into opportunities for loyalty |
| Improving Service Quality and Productivity | Measuring service quality  Service quality gaps model  Continuous service improvement  Enhancing service productivity and efficiency |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| March 16th, 2024 | Last day to drop a course |
| May 13th, 2024 | Last day of classes |
| May 25th , 2024 | Final Exam 8:00am -10:00am |

**The syllabus is tentative. The instructor holds the right to change the content of the syllabus, students will be notified with any changes.**

**Project Title: Comprehensive Analysis and Enhancement of Service Marketing Strategy**

**Project Description:**

Objective: The primary objective of this project is to provide students with an in-depth understanding of services marketing by selecting a real-world service-based business, conducting a thorough examination of its marketing processes, operations, and key aspects over a specified period of time, and subsequently developing insightful reflections and recommendations based on the 7 Ps of services marketing, positioning, and a detailed service blueprint.

Project Components:

1. Selecting a Service Business:
   * Each student must choose a specific service-based business to focus on for the duration of this project. This could be a restaurant, hotel, spa, airline, healthcare facility, or any other service-oriented establishment.
   * Ensure that the chosen business allows access to relevant data and information necessary for the analysis.
2. Data Collection and Period of Observation:
   * Collect data related to the chosen business's marketing strategies, customer interactions, and service delivery processes.
   * Observe and document these aspects over a specified period, ideally at least 3 months, to capture seasonal variations and trends.
3. Analysis of Marketing Process and Operations:
   * Analyze the service marketing strategies employed by the business. Consider aspects like advertising, promotions, pricing strategies, and customer segmentation.
   * Examine the operational aspects, including customer service, employee training, service delivery, and technology adoption.
4. Development of Recommendations:
   * Based on the analysis, develop recommendations to improve the service marketing strategy of the chosen business. Address any identified weaknesses and capitalize on strengths.
   * Recommendations should align with the 7 Ps of services marketing (Product, Price, Place, Promotion, People, Processes, Physical Evidence).
5. Positioning Strategy:
   * Analyze the positioning strategy of the chosen business in the market. Assess how it differentiates itself from competitors.
   * Provide recommendations on potential adjustments to strengthen its market position.
6. Service Blueprint:
   * Create a detailed service blueprint of the chosen business. This should outline all service processes, interactions, and customer touchpoints.
   * Include information on front-stage and back-stage activities, physical evidence, customer actions, and employee roles.
7. Reflection and Reporting:
   * Write a comprehensive report that includes:
     + Introduction and background information on the selected business.
     + Data collection methods and sources.
     + Detailed analysis of marketing strategies and operations.
     + Recommendations based on the 7 Ps of services marketing and positioning.
     + Presentation of the service blueprint.
     + Reflection on the overall learning experience and insights gained.

Assessment: This project will be assessed based on the depth of analysis, quality of recommendations, the accuracy of the service blueprint, and the clarity and organization of the final report.

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals:**

1. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
  3. Analyze a given business decision using integrative techniques, structures, and frameworks.

1. **Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.