

Services Marketing and Management

EM4R5M32

Program

PGE

PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Sectoral marketing

Semester

A

Discipline

Marketing

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Claire ROEDERER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claire ROEDERER	claire.roederer@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

The world economy is increasingly characterized as a service economy. Put in the most simple terms, services are deeds, processes and performances. Services account for around 67 % of all European employment and 73 per cent of European gross domestic product. Service organizations vary in size. Huge international corporations operate in airlines, banking, insurance, telecommunications or hotels. Locally owned small businesses operate as restaurants, laundries, optometrists, beauty parlors, and numerous business-to-business services...

This course objective is to prepare students to become effective managers in services contexts.

Teaching methods

Face-to-face

- Lectures

In group

No items in this list have been checked.

Interaction

No items in this list have been checked.

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Recognize** the profound impact of technology on services.
- - (level 4) **Appraise** the need for special services marketing concepts and practices.
- - (level 4) **Differentiate** company-defined service standards and customer-defined service standards.
- - (level 4) **Analyze** how to translate customer expectations into behaviors and actions that are definable, repeatable and actionnable.
- - (level 6) **Evaluate** the importance of the Gap models of service quality.

Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1: Introduction to services. Do services raise specific marketing issues ?

Session 2 : Servicescapes, services as processes & visualization tools

Session 3 : managing services : expanded marketing mix

session 4 : the gap model

session 5 : Human factor in service

session 6: services failures and recovery strategies

session 7-8-9 : Academic articles presentations

No prerequisite has been provided

Knowledge in / Key concepts to master

in consumer behavior

marketing basics

Teaching material

Mandatory tools for the course

- Other :

Documents in all formats

- Other :

Moodle platform

- Upload of class documents

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

1. Rathmell, J. (1966), What is meant by services, Journal of Marketing, October, 32-36
2. Shostack, L. G. (1977), Breaking free from product marketing, Journal of Marketing, April, 73-80.
3. Vargo, S. et Lusch, R.F. (2004), Evolving to a new dominant logic for marketing, Journal of Marketing, 68, 1-17.
4. Shostack, L. G. (1984), Designing services that deliver, Harvard Business Review, January-February, 132-139.
5. Shostack, L. G. (1987), Service positioning through structural change, Journal of Marketing, 51, January, 34-43.
6. Parasumaran, A. , Zeithaml, V.A et Berry, L. (1985), A conceptual model of service quality and its implication for future research, Journal of Marketing, 49, 41-50.
7. Parasumaran, A. (2013), Finding service gaps in the age of e-commerce, Iseinsight, 17, 30-37

Wilson, A., Zeithaml, V. A., Bitner, M.J. and Gremler, D.D. (2012), Services Marketing : integrating customer focus across the firm, London, The MacGraw-Hill companies.

Additional literature

Dawar N and Bendle N (2018) Marketing in the age of Alexa, Harvard Business Review, May June, 80-86.

Fliess S and Lexutt E (2019) How to be successful with servitization – Guidelines for research and management, Industrial Marketing Management (in press)

Kowalkowski C, Heiko Gebauer H, Kamp B and Parry G (2018) Servitization and deservitization: Overview, concepts, and definitions, Industrial Marketing Management.60, 4-10.

McCracken H (2017) The Great AI War, Fastcompany.com, 65-73

Mari M and Poggesi S (2013) Servicescape cues and customer behavior: a systematic literature review and research agenda, The Service Industries Journal, 33(2) 171-199.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 7, 8, 9

Written and oral (30 Min.) / Group / English / Weight : 20 %

Details : In group of 3, students will present an academic article to the class. The article will be assigned by the teacher. The presentation will cover the context of the research, the research question, the theoretical background, the research design, and its main results. Presentations must insist on the managerial take aways from the article. The article will be presented in a critical manner (assessing the interest of the article, its research protocol and the managerial relevance of its results). A power point of minimum 15 maximum 20 slides will be prepared. The content of all students presentations will be part of a final individual evaluation.

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3, L04.1, L04.2

Intermediate assessment / continuous assessment 2 Class no. 7-8-9

Written and oral (30 Min.) / Group / English / Weight : 30 %

Details : in groups of 3 students, elaborate a case study on a service marketing issue. You will work on EM Strasbourg Business School as a service organization, for easier access to data and observation. You are expected to present the organization and to identify a specific service marketing issue, of your choice based on qualitative or quantitative analysis that you will provide (problem formulation). You will then analyse the problem to offer recommendations for improvement. The case should have a minimum of 4 pages up to 10 pages (Time roman 12. interval between lignes 1.5) including appendices. The case resolution can be presented in the form of a Power point presentation. The idea is to show that you know and are able to mobilize concepts, frameworks (for instance the gap model, the molecular model...) studied in class and apply them in a relevant way to a real life service situation. To gather data, you can collect information using observation, interviews, questionnaires...the service problem that you will work on can address any aspect of EM Strasbourg as a servuction in its physical an/or digital expressions.

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3, L03.1, L04.1, L04.2

Final evaluation Exam week

Written (60 Min.) / Individual / English / Weight : 50 %

Details : A final individual exam with a mix of questions covering the content of the course.

This evaluation is used to measure L01.1, L01.2, L01.3, L04.1, L04.2