

Welcome to Topics in Service Marketing.

In the developed world today the majority of jobs and GDP are derived from services. For most firms service is a central part of their strategy. The most advanced thinkers understand that service is not just an add-on to their products but integral to the way customers engage and consume their offerings. Customers are generally interested in the value that products and services help them create. This process of co-creation of value is at the heart of service thinking.

In an international, if not global world, the way that value is created and understood (by customers and firms) differs. Customers interpret value differently around the world based on their cultural roots. So, for example, in some countries the décor in the service environment is very important (e.g., Europe) while in Chinese contexts (e.g., Taiwan) it often is a secondary concern. Equally well, the way customers understand their behavior varies. Customers in a European restaurant, for instance, think little of summoning a waiter to help them while in the Chinese setting customers are way more reluctant to do this. Understanding service and differences across contexts and cultures is important for firms. Close to home we have Acer – operating in many different countries – and further away firms like Tesco and Carrefour attempting to deliver service in China and Taiwan. These examples represent successes and failures that remind us of the importance of designing service experiences to fit culturally distinct markets.

Reflecting these market realities, our class will compliment service marketing theory with topics on the differences between Western and Chinese customers and employees' perspectives. This will give class participants an opportunity to understand how service experiences differ between culturally distinct markets.

During the course you will:

- Learn about some topics in Service Management.
- Gain some insights into differences between service design and delivery for Chinese and Western markets
- Be encouraged to apply the concepts to your experience as customers (and as staff).
- Have opportunities to learn and improve your presentation skills and your use of English.

Course materials

- See the syllabus and notes below. **Note! Some materials will be provided. Others, as graduate students, you get yourselves.**
- The lecture slides will be made available.

Course teaching approach

This course will build on a basic understanding of Marketing, Human Resource and Operations management theory. The course will be taught through my lectures, exercises in-class and the presentations you make during the course. I am looking forward to hearing your ideas during these sessions. During the lectures I will present the main ideas from the readings but also add new examples too.

Assessment

The course will be assessed as follows:

Action	<i>Percentage of course credit</i>
Participation	10
Quizzes	30
Case study	10
Final presentation	50

I look forward to meeting you and having an interesting time studying service management.

Professor James Stanworth

COURSE SCHEDULE

Session	Topics	Reading	Notes
1	Evolving concept of service	Zeithaml, V., Bitner, M. J. & Gremler (20xx). <i>Service Marketing, Integrating Customer Focus Across the Firm</i> . Irwin: Mc Graw Hill. Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of Marketing</i> , 68, 1–17.	From my website
2	Service quality	Buttle, F. (1996). SERVQUAL: review, critique, research agenda. <i>European Journal of Marketing</i> , 30, 8–33. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A Multiple-Item Scale For Measuring Consumer Perceptions. <i>Journal of Retailing</i> , 64(1), 12–40. Stanworth, J. O., Hsu, R. S., & Chang, H. T. (2015). Interpersonal service quality of the Chinese: determinants and behavioral drivers. <i>Service Business</i> , 9(3), 515–540.	Download from the library
	Culture and its impacts on service value	McDonalds and KFC in China from “Services Marketing in Asia: a case book” Christopher Lovelock and Jochen Wirtz	Download from the library

TOPICS IN SERVICE - GRADUATE

Session	Topics	Reading	Notes
3	Listening to customers through research	Zeithaml, V., Bitner, M. J. & Gremler (20xx). <i>Service Marketing, Integrating Customer Focus Across the Firm</i> . Irwin: Mc Graw Hill. Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: diagnosing favorable and unfavorable incidents. <i>The Journal of Marketing</i> , 71–84.	From my website Download from the library
4.	The critical incident technique in customer research	Butterfield, L. D., Borgen, W. A., Amundson, N. E., & Maglio, A. S. . (2005). Fifty years of the critical incident technique: 1954-2004 and beyond. <i>Qualitative Research</i> , 5(4), 475. Gremler, D. D. (2004). The critical incident technique in service research. <i>Journal of Service Research</i> , 7(1), 65.	Download from the library Download from the library
5.	Case study	Shanzhai (“Bandit”) mobile phone companies: The guerilla warfare of product development and supply chain management. Stanford Case GS-75	To purchase e.g., from Harvard Business School Case Clearing House.
6.	Final presentations	Topic to be announced	