

### Welcome to this semester's course on 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 the basic concepts of 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).
- Understand the importance of combining disciplines of operations, marketing and human resources.
- Have opportunities to learn and improve your presentation skills and your use of English.

### Course materials

- Information about this course is online at: <https://stanworth.site>
- Please register for the class using the form on the cloud: stanworth.cloud
- See the syllabus and notes below. **Note! Some materials will be provided. Others, as graduate students, you get yourselves.**

### 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. It is designed to develop your understanding of service management stage by stage, like a jigsaw puzzle; putting the pieces together until you see the whole picture. As we put each piece together your contribution is essential. So an important part of the course will be the exercises we do in class. 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. Please note the reading for one week maybe used during that week *and the following* few weeks too.

### Assessment

The course will be assessed as follows:

Action	Percentage of course credit
Participation	5
Quizzes	15
Case study	15

## SERVICE MANAGEMENT - GRADUATE

Mid-term report & presentation (group)	30
Final report and presentation (group)	30
Individual report	5

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

Professor James Stanworth

**SERVICE MARKETING  
GRADUATE CLASS**




PROFESSOR JAMES STANWORTH

E-MAIL: stanworth.j@gmail.com








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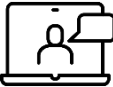




OFFICE HOURS: By appointment

**COURSE SCHEDULE**

Week	Topics	Preparation – see reading below	Delivery	Notes:
				<p><b>Website download:</b></p> <p>user name = your name</p> <p>password = pgsm2024</p> <p><b>Cloud (stanworth.cloud):</b></p> <p>user name = ncue-pgsm</p> <p>password = *20Ncue20*</p>
1	Course introduction.	Register in my cloud Comple mini-introduction - cloud Form groups Read for week 2		
2	The nature of service	[1]		On my website
3	Culture and self-concepts	[2]		Think! What is <i>independent-self</i> ? What is <i>interdependent-self</i> ? What is the difference between the two?

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4.	Culture – introduction to Chinese and Western worldviews	[3]		What is <i>cognition</i> ? What is <i>holistic cognition</i> ? What is <i>analytic cognition</i> ? What are the characteristics of each of them?
5.	Service quality	[4], [5] See video on my website		Download papers from the library Do the quizzes – 1 to 5 – these are in the cloud (“Forms”)
6.	KFC and McDonalds in China (case on the contested meanings of fast food)	[7]		On my website
7.	Listening to customers through research	[6]		
8.	Review and setup mid-term			
9.	Reading week			Prepare mid-term. No formal class.
10	<b>Mid-term presentations.</b>			
11	Service technology for learning	[8], [9]		Please download Zotero for Firefox This video focuses on <i>styles</i> . See the others in the series, too.
12	Service and technology	[10]–[12]		Some papers are on the website – <i>others you need to download yourself</i> . Google “the TAM model”

			On my website
13	Case study: Alaska Air		
14	Service delivery system	[1]	 On my website
15	Loyalty		 See my cloud for the quizzes
16	Reading week		
17	Report and final presentation		
18	<b>Review</b>		

**Reading:**

- [1] C. H. Lovelock, J. Wirtz, H. T. Keh, and X. Lu, *Services Marketing in Asia*. Hong Kong: Pearson Prentice Hall, 2005.
- [2] H. R. Markus and S. Kitayama, 'Culture and the self: Implications for cognition, emotion, and motivation.', *Psychol. Rev.*, vol. 98, no. 2, pp. 224–253, 1991.
- [3] R. E. Nisbett, K. Peng, I. Choi, and A. Norenzayan, 'Culture and systems of thought: Holistic versus analytic cognition.', *Psychol. Rev.*, vol. 108, no. 2, pp. 291–310, 2001.
- [4] A. Parasuraman, V. A. Zeithaml, and L. L. Berry, 'Servqual: A Multiple-Item Scale For Measuring Consumer Perceptions', *J. Retail.*, vol. 64, no. 1, pp. 12–40, 1988.
- [5] J. O. Stanworth, R. S. Hsu, and H. T. Chang, 'Interpersonal service quality of the Chinese: determinants and behavioral drivers', *Serv. Bus.*,

- vol. 9, no. 3, pp. 515–540, 2015.
- [6] V. A. Zeithaml and M. J. Bitner, *Services Marketing: Integrating customer focus accross the firm*. Singapore: McGraw Hill, 2004.
- [7] J. Wirtz, C. H. Lovelock, and C. H. Lovelock, Eds., ‘KFC and McDonald’s in Shanghai’, in *Services marketing in Asia: A case book*, Prentice Hall, 2005.
- [8] ‘Zotero | Home’. <https://www.zotero.org/> (accessed Sep. 05, 2016).
- [9] YouTube. *Word 2010 Tutorial | Styles & Formatting | Full Course*, (2012).
- [10] F. D. Davis, ‘Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology’, *MIS Q.*, vol. 13, no. 3, pp. 319–340, 1989.
- [11] J. O. Stanworth, R. S. Hsu, and J. T. Wang, ‘Chinese metaphors and narratives in self-service technology adoption’, presented at the 15th International Research Conference in Service Management, La Londe (France), Jun. 2018.
- [12] R. S. Hsu and J. O. Stanworth, ‘Chinese attitudes to service technology’, presented at the The 7th Chinese Psychologists Conference, Taipei, Taiwan. R.O.C., 2011.