

Services Marketing and Management (EM4R5M32)

Program	PGE
Module / ECTS / Path / Specialisation	Module :sectoral marketing : 10 ECTS. <ul style="list-style-type: none">Operational and Strategic Marketing
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Claire ROEDERER

Lecturers

Instructor	Population	Email
Claire ROEDERER	Population	claire.roederer@em-strasbourg.eu
N1 N1	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

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.

Educational organisation

In class

Lectures

Learning outcomes

Upon completion of this course, students should be able to :

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

Outline

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

Session 2 : Services as processes: a useful matrix

Session 3 : managing services : expanded marketing mix and gap model of service quality

session 4 & 5_Ergonomy and digital services

session 6 : Is the customer effort score a new metric for services ?

session 7&8: Ergonomy tests presentation

session 9: Issues in services management

Prerequisites

Key concepts to understand :

marketing basics

Knowledge of :

in consumer behavior

Teaching material

Documents in all formats

- Syllabus
- Newspaper articles
- Books

Software

- MS POWERPOINT

Recommended reading

Major works :

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, leseinsight, 17, 30-37

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

Further reading :

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

Research works by EM Strasbourg :

Assessment

Final assessment : last session

written + oral (10 min) / in group / English / weighting : 40%

additional information : Students will select a website or an app, to conduct ergonomics tests based on the methods learned in class. Based on the test results they will formulate recommendations for improvement.

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO4.1, LO4.2

Final assessment : last session

written / individual / English / weighting : 60%

additional information : Your report will deal with one of the following topics 1. Servicescapes : definition, management issues, impact of digitalization 2. Servitization, definition pros and cons. 3. Ergonomics and digitalization, new practices 4. Creating a living brand at the age of digitalization you will focus on one of the articles provided on moodle to deal with the topic of your choice, plus one additional source found on your own (make sure to have an ok from the professor before incorporating this additional source to your report). you are asked to write a 10 pages report (12 times roman, 1.5 line spacing, including appendices and references,

presenting your topic, following the indicated structured (make sure to have an introduction, a discussion, a conclusion and the references in your report)

This evaluation serves to measure LO1.1, LO1.2, LO1.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.