

Services Marketing and Management (EM4R5M32)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :sectoral marketing : 10 ECTS. <ul style="list-style-type: none">Operational and Strategic Marketing
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	40

Coordinator

Claire ROEDERER

Lecturers

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

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes 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.

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 actionable.
- **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
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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, 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.

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

Assessment

Final assessment :

written + oral (10 min) / in group / English / weighting : 40%
additional information : Students will select a website or an app, to conduct ergonomY tests based on the methods learned in class. Based on the test results they will formulate recommendations for improvement.

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

Final assessment : exam week

written / individual / English / weighting : 60%
additional information : Services failures are frequent and inevitable. Why? What type of failures can you identify? What is a recovery strategy ? Is the gap model of any use to deal with services failure? Write a minimum 4- maximum 6 pages essay to develop your answers, illustrate with academic articles and managerial examples. (Times roman 12, 1.5 spacing between lines) Provide references of articles used to write your essay

This evaluation serves to measure L01.1, L01.2, L01.3

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.