CEMS Course Session Plan For The Year 2014-2015

Course Title- Services Marketing
Course Coordinator- Prof. Prashant Mishra

Course Background and Objectives:

In all economies around the world whether developing or developed, services now account for greater part of the GDP and employment. Services pervade the world around us, from banking and financial services to logistics, healthcare, transportation, hospitality, tourism and consulting, to name just a few. The Services Marketing course is designed to acquaint the students with the unique challenges inherent in the marketing of services and the strategies needed to address such challenges. It aims at introducing state-of-the-art research and practice in services marketing and differentiating it from marketing paradigms for tangible goods and products. The emphasis will be on discussion of the field’s most current services marketing concepts, principles, and theories, and also application of services marketing concepts to actual business situations through case analyses and field projects.

Learning Outcomes
At the end of this course students will be able to:

1. Understand the concept of a Service, Service’s Characteristics and Services Mix;
2. Understand and evaluate the different challenges and opportunities posed by the Service Market vis a vis product (tangible goods) markets.
3. Evaluate the complexities of a Service Firms market offer and the need of services management
4. Evaluate the Service Processes
5. Understand the Importance of behavioural aspects of Services Operations
6. Examine all aspects of service creation
7. Understand the role of technology in services marketing and management

Session Plan:

<table>
<thead>
<tr>
<th>Session No</th>
<th>Learning Objectives*</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>1 -2</td>
<td>4</td>
<td>T: Understanding Services Landscape and Frameworks</td>
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<tr>
<td></td>
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<td>R: Chapter 1 (Text Book)</td>
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<td>R: How to Sell Services More Profitably</td>
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<td>C: The Aravind Eye Hospital, Madurai, India: In service for sight</td>
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<td>3-5</td>
<td>4</td>
<td>T: Understanding Services Customers, Targeting and Positioning</td>
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<td>R: Chapter 2 &amp; 3 (Text Book)</td>
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<td>Case: ZipCar: Influencing Customer Behaviour</td>
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<td>Case: Citibank Launching the Credit Card in Asia Pacific (A) (B)</td>
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<td>Case: Alpen Bank: Launching the credit card in Romania</td>
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<td>6-9</td>
<td>1, 4</td>
<td>T: Strategic Issues in Service Businesses</td>
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<td>R1: To serve or to create: Strategic Orientation towards customers and innovation</td>
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<td>R2: Services Under Siege: The Restructuring Imperative</td>
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<td>C1: Merryl Lynch: Integrated Choice</td>
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<td>C2: ING Insurance Asia/Pacific</td>
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<td>C3: Best Buy Co, Inc : Customer-Centricity</td>
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<td>C4: Disneyland Resort Paris: Mickey Goes to Europe</td>
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</table>
| 10-11      | T: Managing Customer Relationships  
R: Chapter 12 (Text Book)  
R: A framework for customer Relationship Management by Russel winer  
C1: Towngas: Achieving Competitive Advantage Through CRM  
C2: Rapid Rewards at Southwest Airlines | |
| 12-13      | T: Service Recovery and Service Guarantee  
R: Chapter 13 (Text Book)  
C: Prime Bank: Serving the Customer (A), (B), (C), (D)  
C: Sherif Mytyas at A. T. Kearney: Negotiation a Client Service Predicament (A), (B), (C), (D) | 1,4 |
| 14-15      | T: Designing and Managing Service Operations  
R: Chapter 4, 9 & 10 (Text Book)  
C: Commerce Bank  
C: Ritz Carlton Hotel Company | 1,4,2 |
| 16         | T: Service Branding and Promotion  
R: Chapter 7 (Text Book)  
R: Cultivating service brand equity  
C: Cunard Line | 4 |
| 17         | T: Pricing Services  
R: Chapter 6 (Text Book)  
C: Virgin Mobile USA: Pricing for the Very First Time | 1,4 |
| 18-19      | T: Quality and Productivity Issues in Services  
R: Chapter 14 (Text Book)  
R: Where should the next marketing dollar go?  
C: Samsung Everland: Managing Service Quality (A) (B)  
E: Gap Analysis | 1,4,2 |
| 20         | T: Technology and Service Strategy  
R: Chapter 5 (Text Book)  
C: Charles Schwab & CO Inc. (A) : In 1999 | |

Note:* The numbers in the Learning Objectives column represent;  
1) Internationalism  
2) Business Embeddedness  
3) Responsible Citizenship  
4) Reflective Critical Thinking  
5) Comprehensive Leadership

**Reading Material:**

2. Case Pack for the course

**Supplemental Readings**


Evaluation Scheme :

<table>
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<tr>
<th>Type</th>
<th>Grade Share (in %)</th>
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<tbody>
<tr>
<td>Project</td>
<td>40</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20</td>
</tr>
<tr>
<td>End Term (Case Based)</td>
<td>40</td>
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