

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Summer Term 2020**

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**Part I Course Overview**

**Course Title:** Managing Services and Experiences

**Course Code:** MKT5649

**Course Duration:** One Summer Term (2 meetings per week) / One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

- i. To provide the key concepts of services and experience marketing and management. In particular, the service & experience design and delivery on both online and offline will be discussed.
- ii. To provide the experience creation strategy such as virtual reality and gamification based on different service design and delivery.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify the major issues in characteristics of services and experience.		✓		
2.	Identify and analyze service marketing challenges faced by online and offline services organizations.		✓		
3.	Demonstrate competence in selecting, analyzing and evaluating marketing strategy in services and experiences based organizations.				✓
4.	Apply analytical models and approaches to devise effective and creative solutions to service and experience management issues.				✓
5.	Work productively as part of a team, and in particular, communicate and present marketing information effectively in written and electronic formats in a collaborative environment.			✓	
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Seminar	<p>Concepts and general knowledge of marketing services and experiences are explained through lectures and classroom discussions.</p> <p>Service design and delivery will be discussed using case study and in-class individual and class activities</p>	✓	✓	✓	✓	✓	
Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	✓	✓	✓	✓		
Group Discussion	Knowledge and applications of service and experience design and delivery are discussed through class activities. Students are given various activities such as work-along practice questions, group presentations, self-test questions and/or ideas sharing sessions, etc.	✓	✓	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Class Participation	✓	✓	✓	✓	20%	
Individual learning reports		✓	✓	✓	30%	
Group Project and Presentation	✓	✓	✓	✓	50%	
					100%	

### Regulation of the Course

Nil.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation	1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in services organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Individual learning report	2.1 Communicate ideas effectively and excellently on an assigned topic in oral and electronic format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 Able to suggest outstanding marketing actions and ideas using a creative approach.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 Show excellent coverage of materials and contents and demonstrate excellent written skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group Project and Presentation	3.1 Show excellent command of all aspects by integrating major services & experience marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by service organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 Present and organize marketing information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.4 Present and communicate marketing information effectively and excellently in oral and electronic format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.5 Provide quality answers to questions raised in the presentation Q & A session.					

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Main features of service and experience marketing. Marketing environment in online & offline service, Service and experience marketing, Buying Behaviour in virtual environment, Service and experience creation design and delivery. Marketing Mix of service and experience based industries. Applications of virtual reality and gamification in service and experience marketing. Competitive strategies in services and experience based corporations.

#### **2. Reading List**

##### **2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

<u>Services Marketing</u> by Valarie A. Zeithaml and Mary Jo Bitner, McGraw-Hill, (the latest edition).
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##### **2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

<u>Digital Marketing: Strategy, Implementation and Practice</u> by Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston, K, Prentice Hall, (the latest edition).
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