

# MKT4622: SERVICES MARKETING

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Services Marketing

### Subject Code

MKT - Marketing

### Course Number

4622

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

CB2601 Marketing

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to:

- a) provide students with key concepts of services marketing including roles of service providers, importance of services marketing and the services marketing mix;
- b) equip students with essential service marketing skills with emphasis on how to communicate with customers effectively;
- c) familiarize students with marketing research relevant to services with applications in Hong Kong business environments.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify differences of marketing mix in services and other business contexts;		x		
2	Apply various services research tools in understanding customers, measuring service quality and satisfaction of a service organization;			x	
3	Apply services marketing concepts in identifying service problems in Hong Kong business environment;			x	
4	Devise creative and practical solutions to problems identified;				x
5	Work productively as part of a team, and communicate effectively both in written and oral format.			x	

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will learn various concepts of Services Marketing through lecturing and case analysis. Students will watch videos that demonstrate how service organization applies the services marketing concepts to improve their business performance.	1, 2, 3, 4	

2	Application Task	Students will work on tasks which will deepen their knowledge on the concepts and models covered in the syllabus	1, 2, 3, 4, 5	
3	Class Activities	Students will participate in relevant discussion activities to foster dynamic thinking and stimulate intellectual exchanges.	1, 2, 3, 4, 5	
4	Group Task	Students will engage with key concepts on Service Marketing via participate in different group tasks	1, 2, 3, 4, 5	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Discussion & Application Exercises: students will work on class discussion exercises and Individual tasks to assess their understanding and knowledge of Service Marketing	1, 2, 3, 4, 5	30	
2 Group Project: Students will work as a team to apply what they have learnt to real - life context and tackle current marketing problems faced by service organizations.	1, 2, 3, 4, 5	40	

**Continuous Assessment (%)**

70

**Examination (%)**

30

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Class Discussion &amp; Application Exercises

**Criterion**

Participating in class exercises help students to gain knowledge and foster dynamic thinking. Assessments are made on both individual and group basis.

**Excellent (A+, A, A-)**

1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate excellent ability to raise questions and think critically.
3. Bring original insights to discussions.
4. Show wonderful attitude of team work and cooperation.
5. Attend over 90% of the classes.
6. Enthusiastic, contribute to team work proactively.

**Good (B+, B, B-)**

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate good ability to raise questions and think critically.
3. Show active attitude of team work and cooperation.
4. Attend 80%-90% of the classes.
5. Active, contribute to team work.

**Fair (C+, C, C-)**

1. Show fair command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate acceptable ability to raise questions and think critically.
3. Show positive attitude of team work and cooperation.
4. Attend 70%-80% of the classes.
5. Active when prompt, contribute to team work reactively.

**Marginal (D)**

1. Show marginal command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate marginal ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Occasionally active when urged.

**Failure (F)**

1. Not able to show command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Not able to demonstrate ability to raise question and think critically.
3. Not able to show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Still passive when urged.

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**Assessment Task**

Group Project

**Criterion**

Students will be required to form into small groups. The projects are to assess the students' competence level to apply the acquired knowledge to a real business situation as well as working effectively as a team. Peer evaluation will be conducted.

**Excellent (A+, A, A-)**

1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Demonstrate excellent ability to apply concepts and tools to the development of culturally sensitive promotional campaigns in Asia.
3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Enthusiastic, contribute to team work proactively.

5. Excellent production of advertising creatives.

**Good (B+, B, B-)**

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Demonstrate good ability to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Active, contribute to team work keenly.
5. Good production of advertising creatives.

**Fair (C+, C, C-)**

1. Demonstrate acceptable command of relevant cultural dimensions in Asia.
2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. There are some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Active when prompt, contribute to team work reactively.
5. Able to produce advertising creatives.

**Marginal (D)**

1. Show marginal command of relevant cultural dimensions in Asia.
2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Occasionally active when urged.
5. Marginal production of advertising creatives.

**Failure (F)**

1. Not able to show command of relevant cultural dimensions in Asia.
2. Not able to apply concepts or tools to the development of culturally sensible promotional campaigns in Asia.
3. Serious writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Still passive when urged.
5. Not able to produce advertising creatives.

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**Assessment Task**

Examination

**Criterion**

The examination aims to assess students' knowledge on the concepts covered in the syllabus.

**Excellent (A+, A, A-)**

1. Exhibit a substantial understanding of the issues covered in the entire course.
2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives.

**Good (B+, B, B-)**

1. Exhibit a good understanding of the issues covered in the entire course.
2. Demonstrate a good capacity for analyzing the issues critically.

**Fair (C+, C, C-)**

1. Exhibit a fair understanding of the issues covered in the entire course.
2. Demonstrate an adequate capacity for analyzing the issues.

**Marginal (D)**

1. Exhibit little understanding of the issues covered in the entire course.
2. Demonstrate a limited capacity for analyzing the issues.

**Failure (F)**

1. Not able to exhibit any understanding of the issues covered in the entire course.
2. Not able to demonstrate any capacity for analyzing the issues.

## Part III Other Information

### Keyword Syllabus

Service Characteristics. Services Marketing mix. Services design and standards. Service Quality Customer Relationship Management. Physical Evidence. Services Pricing and Promotion. Services innovation.

### Reading List

#### Compulsory Readings

Title	
1	Valarie Zeithaml & Mary Bitner, "Services Marketing: Integrating Customer Focus Across the Firm", McGraw Hill.

#### Additional Readings

Title	
1	Christopher Lovelock and Jochen Wirtz, "Services Marketing: People, Technology, Strategy", 7th ed., Pearson/Prentice Hall.
2	Christian Gronroos, "Services Management and Marketing: A Customer Relationship Management Approach", 3rd ed., John Wiley & Sons.