
SYLLABUS

Date/ Revision	February 28, 2017
Faculty	Business & Social Science
Approval	Dr. Samuel Prasetya

SUBJECT : SERVICE MARKETING

1. Identification of Subject:

Name of Subject	: Service Marketing
Code of Subject	: SVMA-2000
SKS / ECTS	: 3
Semester	: 5
Study Program	: B-IBA/B-MGT
Lecturer	: Dr (cand) Wulan, MBA, Widya Granita, MM, Norman Yachya, MBA

2. Competency

After having the course, students are expected to:

- Analyze marketing and leadership problems of service driven companies and how they may or may not differ from product driven companies.
- Develop plans to implement marketing programs in service companies that provide a supreme customer experience and extreme customer loyalty.
- Understand the importance of segment and target research to service companies and hoe to find customers who value or need the service.
- Negotiate, plan, and implement integrated marketing programs.
- Develop and plan meaningful customer centric programs.
- Develop leadership skills while doing a marketing audit study and report.

3. Description of Subject:

This subject is dedicated for the importance of service marketing in shaping students' attitude and characters toward understanding the complexities surrounding the field on rendering services. Pertinent topics include, service-driven firms, marketing programs/concepts, implementation of segmentation and targeting, and value creation on services offered by companies.

4. Learning Approach

Approach	: To start with the lesson, it is important for the students to understand what service marketing is and to become consumers and future managers able to think and act critically in this field. Reading text chapters and attending class is, however, only the first step. To really understand the materials, the students must also learn to apply it.
Method	: The course is divided into 14 lessons, during which a variety of student participation methods are used such as utilize lecture and discussion. Students will be expected to read the textbook, understand the materials and prepared for the discussion and assignment. The Discussions are encouraged and case studies may be used to demonstrate students' analytical thinking, creative problem solving skills and information acquisition. Before each class, each group of students should, therefore, be

prepared to discuss the session topics. Participation methods are used such as utilize lecture and discussion. Students will be expected to read the textbook, understand the materials and prepared for the discussion and assignment. The Discussions are encouraged and case studies may be used to demonstrate students' analytical thinking, creative problem solving skills and information acquisition. Before each class, each group of students should, therefore, be prepared to discuss the session topics.

- Student Task : The student will have to readings from “popular press” sources, do class discussion, activities, as well as assignment and exam.
- Media : Projector and Blackboard

5. Evaluation

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|--------------------------------|--------------|
| a) Absence maximum | : 25% |
| b) Participation in discussion | : 15 points |
| c) Homework, Classwork | : 10 points |
| d) Prsentation, Simulation | : 20 points |
| e) Daily Quiz | : 10 points |
| f) Final Examination | : 20 points |
| Total | : 100 points |

6. Contents/ Topics of Lecturing:

Week	Topics	Content	Remark
1	Introducing to Service Marketing	<ul style="list-style-type: none"> Why Study Service? Powerful Forces Are Transforming Service Markets What Are Services? Four Broad Categories of Services Services Pose Distinct Marketing Challenges The 7 Ps of Service Marketing A Framework for Developing Effective Services Marketing Strategies 	Presentation by the lecturer
2	Consumer Behavior in a Service Context	<ul style="list-style-type: none"> The Three-Stage Model of Service Consumption Pre-Purchase Stage Service Encounter Stage Post Purchase Stage 	Presentation by the group of students
3	Positioning Service in Competitive Markets	<ul style="list-style-type: none"> Customer-Driven Service Marketing Strategy Segmenting Service Markets Targeting Service Markets Positioning Services Using Positioning Maps to Plot a Competitive Strategy 	Presentation by the group of students
4	Developing Service Products: Core and Supplementary Elements	<ul style="list-style-type: none"> The Flower of Service Facilitating Supplementary Service 	Presentation by the group of students

Week	Topics	Content	Remark
		<ul style="list-style-type: none"> Enhancing Supplementary Service Branding Service Products and Experience New Service Development 	
5	Distributing Services through Physical and Electronic Channels	<ul style="list-style-type: none"> Distribution in a Services Content Distribution Option for Serving Customers: Determining the Type of Contact Place and Time Decision Delivering Services in Cyberspace The Role of Intermediaries Distributing Services Internationally 	Presentation by the group of students
6	Setting Prices and Implementing Revenue Management	<ul style="list-style-type: none"> Effective Pricing Is Central to Financial Success Pricing Strategy Stands on Three Foundations Revenue Management: What It Is and How It Works Ethical Concerns in Service Pricing Putting Service Pricing into Practice 	Presentation by the group of students
7	Promoting Service and Educating Customers	<ul style="list-style-type: none"> The Role of Marketing Communications Challenges of Services Communications Marketing Communications Planning The Marketing Communications Mix The Role of Corporate Design 	Presentation by the group of students
8	Semester break – make-up classes only		
9	Designing and Managing Services Processes	<ul style="list-style-type: none"> Flowcharting Customer Service Processes Use Blueprinting to Document and Manage Service Processes Service Process Redesign The Customer as Co-Creators Self-Service Technologies 	Presentation by the group of students
10	Balancing Demand and Capacity	<ul style="list-style-type: none"> Fluctuations in Demand Threaten Profitability Defining Productive Service Capacity Managing Capacity Understanding Patterns of Demand Managing Demand 	Presentation by the group of students

Week	Topics	Content	Remark
		<ul style="list-style-type: none"> • Inventory Demand through Waiting Lines and Queuing Systems • Customer Perceptions of Waiting Time • Inventory Demand through Reservation Systems 	
11	Crafting the Service Environment	<ul style="list-style-type: none"> • What Is the Purpose of Service Environments? • The Theory Behind Consumer Responses to Service Environments • Dimensions of the Service Environment • Putting It All Together 	Presentation by the group of students
12	Managing People for Service Advantage	<ul style="list-style-type: none"> • Service Employees Are Extremely Important • Frontline Work Is Difficult and Stressful • Cycles of Failure, Mediocrity, and Success • Human Resource Management – How to Get It Right? • Service Leadership and Culture 	Presentation by the group of students
13	Managing Relationships and Building Loyalty	<ul style="list-style-type: none"> • The Search for Customer Loyalty • The Wheel of Loyalty • Building a Foundation for Loyalty • Strategies for Developing Loyalty Bonds with Customers • Strategies for Reducing Customer Defections • CRM: Customer Relationship Management • What Does a Comprehensive CRM Strategy Include? 	Presentation by the group of students
14	Complaint Handling and Service Recovery	<ul style="list-style-type: none"> • Customer Complaining Behavior • Customer Responses to Effective Service Recovery • Principles of Effective Service Recovery System • Service Guarantees • Discouraging Abuse and Opportunistic Customer Behavior 	Presentation by the group of students
15	Semester break – make-up classes only		
16	Final Examination		

7. Book Reference:

- a) Text Book: Wirtz, Chew & Lovelock. (2012). *Essential of Service Marketing, 2nd Edition*, Singapore: FT Press