



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18037	Course Code	BUS3080	Credits	3
	Course Name	Services Marketing				
	Lecture Schedule	Mon-Thu /16:00~19:00				
	Course Description	<p>In this class, you will be exposed to a new way of thinking about marketing. The primary theme of the course is that service organizations require a distinctive approach to marketing strategy, both in its development and execution. We will discuss how they are different, why they are different, and what strategies result from these distinctions. We will cover why people are essential to service success, why expectations are important to service consumers, how the physical environment influences service delivery, and how services firms should recover from failure.</p>				
	Course Objective	<p>The goal of this course is to introduce, discuss, and analyze various topics important to service organizations.</p> <p>The course will examine marketing in service organizations and the issues that arise from the differences between the marketing of tangible products and the marketing of services. After completing this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify the unique characteristics of services that distinguish them from tangible goods, and identify the differences between marketing in services firms vs. manufacturing organizations. • Understand the unique challenges involved in marketing and managing services. • Understand the determinants of service quality and the process of service quality measurement. • Use frameworks/tools to analyze services and develop competitive marketing strategies. • Discuss the role of physical evidence in service delivery and what constitutes an effective service environment. • Understand the role of employees (and often customers) in service delivery, customer satisfaction and service recovery. • Manage the process of the extended marketing mix in service 				

		industries. • Apply your knowledge of services marketing to become better and more informed service consumers.			
	Prerequisite	-			
	Materials/Textbooks	Wirtz, Jochen (2022), <i>Services Marketing: People, Technology, Strategy</i> , 9 th Edition, World Scientific Publishing			
Evaluation	Attendance	10%	Quiz	%	
	Assignment	10%	Mid-term Exam	%	
	Presentation	%	Final Exam	40%	
	Group Project	%	Participation	40%	
	Etc.	Evaluation Item		Ratio	
					%
				%	
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony		
		Day 2	Chapter 1. Creating Value in the Service Economy		
		Day 3	Chapter 2. Understanding Service Consumers		
		Day 4	Chapter 3. Positioning Services in Competitive Markets		
	Week 2	Day 1	Chapter 4. Developing Service Products and Brands		
		Day 2	Chapter 5. Distributing Services Through Physical and Electronic Channels		
		Day 3	Chapter 6. Service Pricing and Revenue Management		
		Day 4	Chapter 7. Service Marketing Communications		
	Week 3	Day 1	Midterm Examination		
		Day 2	Chapter 8. Designing Service Processes		
		Day 3	Chapter 9. Balancing Demand and Capacity		
		Day 4	Chapter 10. Crafting the Service Environment		
	Week 4	Day 1	Chapter 11. Managing People for Service Advantage		
		Day 2	Chapter 12. Managing Relationships and Building Loyalty		
		Day 3	Chapter 13. Complaint Handling and Service Recovery		
		Day 4	Final Examination		