



# HANYANG UNIVERSITY

## Hanyang International Summer School

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	<b>Department</b>	Division of Business Administration, College of Business and Economics				
	<b>Homepage</b>					
<b>Course Information</b>	<b>Class No.</b>	TBA	<b>Course Code</b>		<b>Credits</b>	3
	<b>Course Name</b>	Services Marketing				
	<b>Lecture Schedule</b>	Mon-Thu /				
	<b>Course Description</b>	<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>				
	<b>Course Objective</b>	<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"> <li>• Identify the unique characteristics of services that distinguish them from tangible goods, and identify the differences between marketing in services firms vs. manufacturing organizations.</li> <li>• Understand the unique challenges involved in marketing and managing services.</li> <li>• Understand the determinants of service quality and the process of service quality measurement.</li> <li>• Use frameworks/tools to analyze services and develop competitive marketing strategies.</li> <li>• Discuss the role of physical evidence in service delivery and what constitutes an effective service environment.</li> <li>• Understand the role of employees (and often customers) in service delivery, customer satisfaction and service recovery.</li> <li>• Manage the process of the extended marketing mix in service</li> </ul>				

		industries. • Apply your knowledge of services marketing to become better and more informed service consumers.			
	<b>Prerequisite</b>	-			
	<b>Materials/Textbooks</b>	Wirtz, Jochen (2022), <i>Services Marketing: People, Technology, Strategy</i> , 9 <sup>th</sup> Edition, World Scientific Publishing			
<b>Evaluation</b>	<b>Attendance</b>	10%	<b>Quiz</b>	%	
	<b>Assignment</b>	10%	<b>Mid-term Exam</b>	%	
	<b>Presentation</b>	%	<b>Final Exam</b>	40%	
	<b>Group Project</b>	%	<b>Participation</b>	40%	
	<b>Etc.</b>	<b>Evaluation Item</b>		<b>Ratio</b>	
					%
				%	
<b>Daily Lecture Plan</b>	<b>Week 1</b>	Day 1	Orientation & 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		
	<b>Week 2</b>	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		
	<b>Week 3</b>	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		
	<b>Week 4</b>	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		