

<b>Subject Code</b>	MM672
<b>Subject Title</b>	Services Marketing Management
<b>Credit Value</b>	3
<b>Level</b>	6
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	Services Marketing Management builds on ideas covered in other marketing courses. This subject contributes to the achievement of the DBA/DMgt outcome by broadening, updating, and deepening students' knowledge of business administration in general (Outcome1). It is designed not only to provide students with an appreciation of concepts, functions, and techniques of managerial marketing management but also to stimulate them to rethink some of the assumptions about the craft of marketing services. In addition, it will examine perspectives, issues and recent developments that will potentially influence the scope and practice of marketing activities in various service industries. It also identified research opportunities for the students who are interested in organizing in-depth investigations in the services marketing arena.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>Identify the special management issues and unique challenges involved in marketing and managing services (<b>Outcome 1</b>);</li> <li>Understand the expectations of customers and know how to translate this knowledge into genuine value for customers (<b>Outcome 1</b>);</li> <li>Interpret service behaviour and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management (<b>Outcome 1</b>);</li> <li>Extend theories of and empirically examine the characteristics of customers' purchasing and consumption behavior of services and service firms' marketing behaviour and outcomes (<b>Outcome 1 ; Data science; Entrepreneurship</b>);</li> <li>Apply new approaches to managing customer satisfaction and loyalty in the lights of new emerging technologies (<b>Outcome 1; Artificial Intelligence</b>).</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>Conceptual understanding of the role of marketing in service organizations from new perspectives and a strategic vision.</li> <li>A broadened marketing mix (services marketing mix) extends beyond the traditional boundaries.</li> <li>The meaning of service quality and its position in a service marketing strategy.</li> <li>Understanding of service-dominant market logic and a review of the extant marketing theories related to various aspects of services marketing practice.</li> <li>Management of customer satisfaction and loyalty. Managing technologies in services marketing (including Artificial Intelligence)</li> <li>Managing the service profit chain (<b>Entrepreneurship</b>)</li> <li>Managing the service profit chain (<b>Entrepreneurship</b>)</li> </ol>
<b>Teaching/Learning Methodology</b>	Classes will be a combination of lectures, discussions, and in-class activities. Students are encouraged to complete assigned readings prior to class sessions during which those readings are examined. Co-operative learning methods are frequently used in this class. Besides this, each student will also work independently to develop a research proposal on a topic related to this course, critically evaluating the existing concepts and theories, and proposing some original ideas to extend the same.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="432 277 1474 813"> <thead> <tr> <th data-bbox="432 277 791 443" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="791 277 938 443" rowspan="2">% weighting</th> <th colspan="5" data-bbox="938 277 1474 376">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="938 376 1043 443">a.</th> <th data-bbox="1043 376 1158 443">b.</th> <th data-bbox="1158 376 1273 443">c.</th> <th data-bbox="1273 376 1369 443">d.</th> <th data-bbox="1369 376 1474 443">e.</th> </tr> </thead> <tbody> <tr> <td data-bbox="432 443 791 510"><b>Continuous Assessment*</b></td> <td data-bbox="791 443 938 510"><b>100%</b></td> <td data-bbox="938 443 1043 510"></td> <td data-bbox="1043 443 1158 510"></td> <td data-bbox="1158 443 1273 510"></td> <td data-bbox="1273 443 1369 510"></td> <td data-bbox="1369 443 1474 510"></td> </tr> <tr> <td data-bbox="432 510 791 611">1. Research paper presentation</td> <td data-bbox="791 510 938 611">30%</td> <td data-bbox="938 510 1043 611">✓</td> <td data-bbox="1043 510 1158 611">✓</td> <td data-bbox="1158 510 1273 611">✓</td> <td data-bbox="1273 510 1369 611">✓</td> <td data-bbox="1369 510 1474 611">✓</td> </tr> <tr> <td data-bbox="432 611 791 678">2. Research proposal</td> <td data-bbox="791 611 938 678">40%</td> <td data-bbox="938 611 1043 678">✓</td> <td data-bbox="1043 611 1158 678">✓</td> <td data-bbox="1158 611 1273 678">✓</td> <td data-bbox="1273 611 1369 678">✓</td> <td data-bbox="1369 611 1474 678">✓</td> </tr> <tr> <td data-bbox="432 678 791 745">3. Class Participation</td> <td data-bbox="791 678 938 745">30%</td> <td data-bbox="938 678 1043 745">✓</td> <td data-bbox="1043 678 1158 745">✓</td> <td data-bbox="1158 678 1273 745">✓</td> <td data-bbox="1273 678 1369 745">✓</td> <td data-bbox="1369 678 1474 745">✓</td> </tr> <tr> <td data-bbox="432 745 791 813">Total</td> <td data-bbox="791 745 938 813">100 %</td> <td colspan="5" data-bbox="938 745 1474 813"></td> </tr> </tbody> </table> <p data-bbox="421 831 1485 891">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="421 927 1485 1025">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="421 1061 1485 1122">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="421 1158 1485 1256"><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="456 1279 1394 1384" style="list-style-type: none"> <li>• Read the assigned textbook chapters and journal articles;</li> <li>• Discuss the issues brought up during the lecture;</li> <li>• Appreciate the specific issues involved in managing and marketing services.</li> </ul>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a.	b.	c.	d.	e.	<b>Continuous Assessment*</b>	<b>100%</b>						1. Research paper presentation	30%	✓	✓	✓	✓	✓	2. Research proposal	40%	✓	✓	✓	✓	✓	3. Class Participation	30%	✓	✓	✓	✓	✓	Total	100 %					
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																		
		a.	b.	c.	d.	e.																																														
<b>Continuous Assessment*</b>	<b>100%</b>																																																			
1. Research paper presentation	30%	✓	✓	✓	✓	✓																																														
2. Research proposal	40%	✓	✓	✓	✓	✓																																														
3. Class Participation	30%	✓	✓	✓	✓	✓																																														
Total	100 %																																																			
<b>Student Study Effort Expected</b>	<table border="1" data-bbox="421 1420 1485 1856"> <tr> <td data-bbox="421 1420 1043 1487">Class contact:</td> <td colspan="5" data-bbox="1043 1420 1485 1487"></td> </tr> <tr> <td data-bbox="421 1487 1043 1554">▪ Lectures</td> <td colspan="5" data-bbox="1043 1487 1485 1554">30 Hrs.</td> </tr> <tr> <td data-bbox="421 1554 1043 1621">Other student study effort:</td> <td colspan="5" data-bbox="1043 1554 1485 1621"></td> </tr> <tr> <td data-bbox="421 1621 1043 1688">▪ Preparation for lectures</td> <td colspan="5" data-bbox="1043 1621 1485 1688">30 Hrs.</td> </tr> <tr> <td data-bbox="421 1688 1043 1800">▪ Preparation for research proposal and final examination</td> <td colspan="5" data-bbox="1043 1688 1485 1800">60 Hrs.</td> </tr> <tr> <td data-bbox="421 1800 1043 1856">Total student study effort</td> <td colspan="5" data-bbox="1043 1800 1485 1856">120 Hrs.</td> </tr> </table>					Class contact:						▪ Lectures	30 Hrs.					Other student study effort:						▪ Preparation for lectures	30 Hrs.					▪ Preparation for research proposal and final examination	60 Hrs.					Total student study effort	120 Hrs.															
Class contact:																																																				
▪ Lectures	30 Hrs.																																																			
Other student study effort:																																																				
▪ Preparation for lectures	30 Hrs.																																																			
▪ Preparation for research proposal and final examination	60 Hrs.																																																			
Total student study effort	120 Hrs.																																																			
<b>Reading List and References</b>	<p data-bbox="421 1874 536 1906"><u>Textbook</u></p> <p data-bbox="421 1921 1353 1986">Zeithaml, Valarie, Bitner, Mary J. and D. Gremler (2009), <i>Services Marketing: Integrating Customer Focus across the Firm</i>. 5/ed, McGraw-Hill.</p>																																																			