

<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 rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th>d.</th> <th>e.</th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment*</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Research paper presentation</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Research proposal</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Class Participation</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="5"></td> </tr> </tbody> </table> <p data-bbox="424 831 1485 891">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 927 1469 987">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1025 1485 1126"><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 1144 1394 1249" 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="424 1285 1495 1722"> <tr> <td>Class contact:</td> <td colspan="5"></td> </tr> <tr> <td>▪ Lectures</td> <td colspan="5" style="text-align: right;">30 Hrs.</td> </tr> <tr> <td>Other student study effort:</td> <td colspan="5"></td> </tr> <tr> <td>▪ Preparation for lectures</td> <td colspan="5" style="text-align: right;">30 Hrs.</td> </tr> <tr> <td>▪ Preparation for research proposal and final examination</td> <td colspan="5" style="text-align: right;">60 Hrs.</td> </tr> <tr> <td>Total student study effort</td> <td colspan="5" style="text-align: right;">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="424 1742 533 1771"><u>Textbook</u></p> <p data-bbox="424 1792 1353 1852">Zeithaml, Valarie, Bitner, Mary J. and D. Gremler (2009), <i>Services Marketing: Integrating Customer Focus across the Firm</i>. 5/ed, McGraw-Hill.</p>																																																			