

<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>Role and Purposes</b>	Services Marketing Management builds on ideas covered in other marketing courses. This subject contributes all three (3) outcomes of the DBA Programme. 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>Subject 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>Outcomes 1 and 2</b>);</li> <li>Understand the expectations of customers and know how to translate this knowledge into genuine value for customers (<b>Outcomes 1 and 2</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>Outcomes 1 and 2</b>);</li> <li>Appreciate, modify, and/or extend new theories and concepts pertaining to explaining the characteristics of customers' purchasing and consumption behavior of services and service firms' marketing behaviour (<b>Outcomes 1 and 2</b>);</li> <li>Apply new approaches to managing customer satisfaction and loyalty (<b>Outcomes 1, 2 and 3</b>);</li> <li>Understand current research trends in services marketing and management (<b>Outcomes 2 and 3</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>Managing the interface among customers, service employees, and firm.</li> <li>Strategic issues of services marketing.</li> <li>The meaning of service quality and its position in a service marketing strategy.</li> <li>Cultural impact on service behaviour of both customers and firms.</li> <li>Managing service failure and recovery and handling customer complaints.</li> <li>Discussion 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.</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>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a.	b.	c.	d.	e.	f.
	<b>Continuous Assessment*</b>	<b>60%</b>						
	1. Research Proposal	30%	✓	✓	✓	✓	✓	✓
	2. Class Participation	30%	✓	✓	✓	✓	✓	✓
	<b>Final Examination</b>	<b>40%</b>	✓	✓	✓	✓	✓	✓
Total	100 %							
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b>both</b> the Continuous Assessment and Examination components.</p> <p><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 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>								
<b>Student Study Effort Expected</b>	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><i>Textbook</i></p> <p>Zeithaml, Valarie, Bitner, Mary J. and D. Gremler (2009), <i>Services Marketing: Integrating Customer Focus across the Firm</i>. 5/ed, McGraw-Hill.</p>							