

Prof. Dr. Kai Alexander Saldsieder, M.B.A.

Office hours: Thursday, 11.30 a.m. – 1.00 p.m., W2.3.05  
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## **MKT6103 Service Marketing**

### **Winter Semester 2016 / 2017**

<b>Weekly hours:</b>	4 (45 minutes) until December, 8 <sup>th</sup>
<b>ECTS-Credits:</b>	3
<b>Workload:</b>	60 hours. The course consists of 2 sessions of 1 ½ hours per week until the beginning of December and awards 3 credits for successful completion of the course. It is therefore expected that at least approximately 22,5 hours are used by the student to prepare case studies for the next session and to review past sessions. Furthermore, one field study in the area of Service Marketing is expected. Students will receive a detailed description of such a micro-project.
<b>Time:</b>	Thursday, 3:30 - 6:45 p.m. (room W1.4.01)
<b>Begin:</b>	Thursday, October 6 <sup>th</sup> , 2016
<b>Level:</b>	Advanced
<b>Prerequisites:</b>	Participants should have completed all the foundation courses in Marketing. In addition, a high proficiency in English is required (B2), this is not a language course.

### **Outline of the course**

#### **Part One:** *Understanding Service Products, Consumers and Markets*

- Chapter 1: Introduction to Services Marketing
- Chapter 2: Consumer Behavior in a Services Context
- Chapter 3: Positioning Services in Competitive Markets

#### **Part Two:** *Applying the 4 Ps of Marketing to Services*

- Chapter 4: Developing Service Products
- Chapter 5: Distributing Services
- Chapter 6: Setting Prices
- Chapter 7: Promoting Services and Educating Customers

#### **Part Three:** *Designing and Managing the Customer Interface*

- Chapter 8: Designing and Managing Service Processes
- Chapter 9: Balancing Demand and Capacity
- Chapter 10: Crafting the Service Environment
- Chapter 11: Managing People for Service Advantage
- Service Marketing Field Study

**Main literature:**

Lovelock, C./ Wirtz, J. (2012): Essentials of Services Marketing, Pearson Education South Asia.

Lovelock, C./ Wirtz, J. (2011): Services Marketing: People, Technology, Strategy, Pearson International Edition, Pearson Education.

*More detailed information about the literature for every chapter will be given within the lectures.*

**Additional literature:**

Zeithaml, V./ Bitner, M.-J. / Gremler, D.: Service Marketing, Mc-Graw Hill International Edition, latest edition, McGraw-Hill Higher Education.

Hoffmann, D./ Bateson, J.: Services Marketing: Concepts, Strategies, & Cases, International Student Edition, latest edition, Thomson Higher Education.

**Learning Objectives:**

This marketing course provides students with an introduction into the area of Service Marketing. Emphasis is given to the appreciation and understanding of the unique challenges inherent in managing and delivering quality services (versus product marketing).

The core objective of the course is to help participants understand concepts and tools of Service Marketing which they can apply and practice in their future job environment. Accordingly, we will not only discuss theoretical models and concepts, but bring them into business practice via case-study discussions, which shall be prepared in group assignments during the time of self-study. In addition a field study, conducted by the students as well as a field trip shall students provide with hands-on insights to the topic.

By the end of the course, the students shall...

- ...understand what distinguishes service excellence from other customer oriented approaches.
- ....understand and analyze frame conditions that impact service marketers.
- ...recall and apply strategic options for the development and positioning of services.
- ...analyze and discuss theory of service marketing in the context of business reality.
- ...experience, analyze and apply options for designing the service marketing mix.

## Course contributions and program goals:

Goal	Course Contributions to Goal	Assessment
<b>1 Responsible leadership in organizational contexts</b>	1.1 Knowledge of leadership principles in an Service Environment 1.2 Critical reflection of leadership as being the key instrument to achieve customer satisfaction	Discussions within class, Case Study, Field Case Study/ Field Trip, Written exam.
<b>2 Creative problem solving skills in a complex business environment</b>	1.3 Ability to identify, differentiate and classify problems within the Services Industry 1.4 Ability to analyze problems by applying the Flower of Service Concept and other accordingly taught models 1.5 Ability to find creative solutions 1.6 Ability to present problems	Discussions within class, Case Study, Field Case Study/ Field Trip with Presentation of own findings in accordance to course content.
<b>3 Research Skills</b>	1.7 Methodological knowledge based on the 8p-framework 1.8 Competence in applying relevant state of the art research methods within the field of Services Marketing, e.g. Services Blue Printing	Discussions within class, Case Study, Field Case Study/ Field Trip, Written exam.
<b>4 Management of Innovation</b>	1.9 Fundamental knowledge of operational innovation processes on basis of Services Processing Management 1.10 Ability to assess a company's innovation potential by Services Benchmarking	Discussions within class, Case Study, Field Case Study/ Field Trip, Written exam.
<b>5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	1.11 Ability to identify and analyze sustainability issues and its causes	Discussions within class, Case Study, Field Case Study/ Field Trip, Written exam.

## Teaching and Learning Approach:

The didactical approach is a formal lecture, including both theory and examples, but it is based upon interactive support from the students. In order to achieve an ongoing dialogue – students are invited to work within teams on case studies and to present them in class (see section 6). In addition, it is expected, that students do 1 practical field study in order to analyze service concepts in business practice. Afterwards, participants should present their findings. At the end of the course, all students visit a corporation, which deals with service marketing in order to provide a business excellence benchmark example.

The basis for successful sessions is: mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform and inevitably results is an interesting and stimulating atmosphere in which learning and personal growth can also be fun.

A few fundamental rules should be remembered:

- Be present – offline: No smart phones in class
- All relevant material is brought to the sessions, only the relevant material should be read in class – no newspapers et cetera.

## **Grading:**

The assessment of the course will be based on a final exam, which takes place in class on December 8<sup>th</sup>. The grading will be based upon a 60 minutes written exam at the end of the semester. To pass 30 points out of a maximum of 60 points have to be achieved. The exam will be then 100% of the grade. Nonetheless, interested students have the option to improve their grading on a volunteer base.

Students have the opportunity to improve their results through active participation in solving the group case studies.

In the first week of class, teams of 3 people (not more!) will be formed which will remain together during the whole term. Ensure, that you have mixed nationalities! During the course of the class there will be various group cases plus one field study project, which will be discussed at home and then the solution will be presented by a volunteering team (or randomly selected team) to the whole class. The students should draw their solution during their time of self-study on a transparency foil (or paper if technical equipment is available).

Each group has to hand in their transparency solution to the professor at the end of the class (please put the names of all members present on that day on it!!!). A minimum of 3 solutions is needed to qualify for the grading (out of the 5 exercises/cases including the field study results being discussed). If more than 3 are handed in, the professor will select the best 3 ones. A combined grade will be formed by all the solutions handed in (one grade per group). In case the grade will be better than the exam grade, it will be taken into consideration by the professor and will account for 20% of the grade.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average performance
- 2.0 Good, above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance.

## **Lecturer:**

Kai Alexander Saldsieder holds a Master´degree in Business Administration from the Helmut-Schmidt-University/ University of the Federal Armed Forces of Hamburg, an Executive MBA from the Henley Business School/University of Reading in England and a Ph.D. in Marketing from the University of Hamburg, Germany.

In 2008, he became professor of General Management and International Business at Pforzheim University.

Before that, he served for 10 years in the German Army as an Officer (Captain) of the Armored Corps as well as in Public Relations and as a Military Journalist.

Hereafter, he worked for almost another ten years as a Manager/Director in the field of Business Development and Trade Marketing at Procter & Gamble, Metro Goldwyn Mayer and Hasbro.

At least, Professor Saldsieder accompanied the turnaround of a medium-sized corporation in the health care segment as Interims-CEO.

**Availability of the lecturer:**

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**Preliminary schedule:**

<b>Thu, October 6<sup>th</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	<b>Introduction:</b> <ul style="list-style-type: none"> <li>• Structure of the book</li> <li>• Organisation</li> </ul> <b>Part One: Understanding Service Products, Consumers, Markets</b> Chapter 1: Introduction to Services Marketing
<b>Thu, October 13<sup>th</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	Chapter 2: Consumer Behavior in a Services Context Chapter 3: Positioning Services in Competitive Markets
<b>Thu, October 20<sup>th</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	<b>Part Two: Applying the 4 Ps of Marketing to Services</b> Chapter 4: Developing Service Products Chapter 5: Distributing Services
<b>Thu, October 27<sup>th</sup></b> no class	MBA Wyoming Week
<b>Thu, November 3<sup>rd</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	Chapter 6: Setting Prices Chapter 7: Promoting Services and Educating Customers
<b>Thu, November 10<sup>th</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	<b>Part Three: Designing and Managing the Customer Interface</b> Chapter 8: Designing and Managing Service Processes Chapter 9: Balancing Demand and Capacity
<b>Thu, November 17<sup>th</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	Chapter 10: Crafting the Service Environment Chapter 11: Managing People for Service Advantage Guest Lecture: Service Excellence
<b>Thu, November 24<sup>th</sup></b> no class	<i>Field Case Study</i>
<b>Thu, December 1<sup>st</sup></b> 3.30 – 6.45 p.m. (room W1.4.01)	<i>Field Case Study: Presentation of Results</i> <i>Exam – Question and Answers</i>
<b>Thu, December 8<sup>th</sup></b> 3.30 – 4.30 p.m. (room W1.4.01)	Written Exam