

Advanced Marketing on Specific Topics: Service Management

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Objective:

The intent of this course is to give students a thorough understanding of the unique marketing opportunities and challenges faced by organizations that sell and deliver services. Throughout six sessions, the course will introduce, discuss, and analyze several topics important to the marketing and management of service businesses.

Content:

Various frameworks for understanding service marketing and management will be discussed, such as the service marketing mix and the gaps model of service quality, and will serve as a basis for identifying and diagnosing key issues in service delivery. The focus of the course will be on examining the key concepts, strategies, and decisions in services marketing that can be used to examine such issues. Various tools will be introduced, such as the service quality gaps audit, the service blueprint, and the service guarantee, to enhance student understanding of the unique opportunities and challenges faced by organizations that sell and deliver services. The ultimate goal of the course is to help each student become an effective service manager, leader, and champion.

Topics to be addressed include:

- 1) The recapitulation of fundamental services marketing topics, including:
 - differences in marketing goods versus services
 - differences between “service offerings” and “customer service”
 - the seven elements (7 Ps) of the service marketing mix
 - customer expectations and perceptions in service delivery
 - determinants of customer loyalty and retention in service businesses
 - service recovery strategies
- 2) The “Gaps Model of Service Quality” as a framework for understanding service delivery
- 3) Service blueprints: key concepts and how it can help in designing excellent service delivery

Department: LMM
Contact person: [Alegra Kaczinski M.A.](#)
Language: English
Credits/ECTS points: 6 CP (ECTS)
Degree: Master
Room: Room 006 (MCM, Am Stadtgraben 13-15)

Dates: Application: Starting on **Friday, March 29, 2019, at 09.00 a.m.**, Master students can enroll for the course. The total number of participants is *restricted to 20* due to the special structure of the course. No *formal* application is necessary, the *first-come-first-serve* rule applies. If you are interested in participating in the course, please write an informal email to [Alegra Kaczinski](#) with your full name, your matriculation number, and email address (incomplete applications will not be considered) **before March 29**. If you have done that, you will receive an email on the date and time indicated above. Please follow the *Doodle link* in the email and apply for the course (first-come first-serve!). You will be notified about your admission status and the password for the Learnweb course within 24 hours.

Course: May 21 to May 29, 2019

Tue - Sat (21-25) & Wed (29): 9 am – 1 pm

Please consider: This is an accelerated course and is designed so that lectures and a major part of the examination occur within a nine-day time frame. Therefore, it requires a significant commitment of your time and attention during this short period of time (including, perhaps, the weekend in between the course meetings).

Application at the examination office (PAM):

required, **early registration**

Application at the department:

required (see information above)

Annotations:

This course touches upon topics from the bachelor's course "Services Marketing", but explores different perspectives and extends contents substantially. Therefore previous participation in the bachelor's course is not a requirement.

Exam:

- 1) Creation of a service blueprint (in a small team; PowerPoint assignment; short informal presentation)
- 2) Active participation in course and reflection (individually; short written work)
- 3) Creation of a service guarantee (individually; written work)

Required Literature:

Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2017), *Services Marketing. Integrating Customer Focus Across the Firm*, 7th edition, Boston: McGrawHill.

Bitner, Mary Jo, Amy L. Ostrom, and Felicia N. Morgan (2008), "Service Blueprinting: A Practical Technique for Service Innovation," *California Management Review*, 50 (Spring), 66-94.

More information on additional required and recommended readings are given to participants of the course on Learnweb!

For any further information please check the course site on Learnweb and the LMM homepage regularly.