

Advanced Marketing on Specific Topics | Service Marketing in the Digital Age

Services dominate almost all types of economies today. The service sector accounts for most of the gross domestic product in industrialized countries and provides most jobs in many highly developed nations worldwide. Moreover, the rapid technological advancements (e.g., big data, blockchain, AI, robotics, machine learning) have caused a digital service revolution that strongly impacts our society and the way we do business. Our economies are at the dawn of a digital service revolution similar to the industrial revolution in manufacturing that started in the late 18th century. Thus, contemporary service marketing management in light of the digital age becomes even more critical.

Objective & Content

This course focuses on two main objectives. First, to provide insights into the essentials of service marketing to achieve a fundamental understanding of service economies. Second, we look at the new environment of the digital age and ask about the implications for contemporary service management.

In the course, we will review academic insights in service marketing and digital technology management, revisit current service technology and management concepts, and derive practical guidelines for companies.

Format & Organizational issues

The course will follow a hybrid model.

At the beginning of the semester, the course starts with a remote session via zoom, where the course will be introduced, the topics of the individual presentations will be assigned, and student teams will be formed for the group project. In the group project, student teams will apply the insights of the course in a business context of a real company.

At the end of April, we will meet for a face-to-face block seminar, where individual topics will be presented, and we will discuss central elements of the digital service economy.

Towards the end of the semester, the student teams will present the results of their group work in a remote session via zoom.

The course will use in parts a flipped classroom concept to deliver the content (i.e., lecture elements are outsourced via video, so there is more time for discussion during the live sessions). Therefore, all assigned material is expected to be read and watched before class. Further, students should be prepared to execute little tasks (e.g., polls) during the semester to support the content creation of the class.

Grade

Please note that you will NOT be required to take an end-of-semester exam for this course. Instead, the course requires deliverables that are conveniently spread out over the semester to avoid a temporary accumulation of high workloads.

Instead of an exam, the grade consists of three components.

- Written Assignments (20% individual, 20% group)
- Presentations (20% individual, 20% group, 20% individual answers during the course)

Department:	LMM
Contact person:	Lars Grewe, M. Sc.
Language:	English
Credits/ECTS points:	6 CP (ECTS)
Degree:	Master
Mode:	Hybrid model via zoom and in-person block seminar

Preliminary Timetable

What	When	Where
Introduction into the session	1 April, 10am	Zoom
Distribution of individual topics	3 April	Google Form
Submission of Individual Video Presentation	26 April, 10am	Google Classroom
In-person class-meetings	27-29 April	In class
Presentation of group project	26 June, 10am*	Zoom
Submission of individual topic & final slides	3 July*	Google Classroom

* may be subject to change

Recommendation Literature:

- Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy*. World Scientific.

For any further information, required and recommended readings, homework, please check the course site on Google Classroom regularly.