

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 advancements in technology (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 had started in the late 18th century. Thus, contemporary service marketing management in the light of the digital age becomes even more critical.

Objective & Content

This course focus 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 marketing 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. During this time also the report of the individual topic is due.

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

The grade consists of three components.

- Participation during the course (based on contributions in class and online activities) (20%)
- Individual (video) presentation and report of a topic related to the course (40%)
- Group project to apply the insights of the course (incl. presentation and final report) (40%)

Department: LMM
Contact person: Marc Linder, 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	6 April, 3pm	Zoom
Distribution of individual topics	TBD	Google Form
In-person class-meetings	27-29 April	In class
Presentation of group project	30 June*	Zoom
Submission of individual topic & final slides	4 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.