



**COURSE
SYLLABUS**

WARMADDEWA UNIVERSITY

SERVICE MARKETING PLANNING AND
MANAGEMENT

WIP33M14

International Program



SERVICE MARKETING PLANNING AND MANAGEMENT

5 ECTS

COURSE DESCRIPTION

In today's economies, service industries play a key role and are vital especially for developed countries. The service sector is usually the fastest rising economic sector in emerging economies and should therefore never be underestimated. This course addresses several areas of service marketing with an outlook to service marketing planning and management.

It is desired that participating students have prior knowledge in Marketing.

OBJECTIVES

- Provide students with an understanding of the role of marketing in an organization, service marketing processes, the customer experience of a service and that marketing is an investment.
- Enable students to succeed in marketplaces in the service sector

OUTCOMES

- Attitude: Develop an attitude of being outgoing, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- Ability: Develop the ability/skill needed to plan and manage service marketing, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
- Accomplishments: Demonstrate accomplishment of understanding various aspects about service marketing planning and service marketing management

LEARNING METHOD

The course will use lectures, discussion, and assignments:

- Individual Assignment: Individual essay of opportunity recognition
- Group Assignment: Participation in preparation of group project work, presentation, discussion in class
- Presentation and discussion: Performance presentation of group assignment and discussion in class



ASSESSMENT METHODS

Class attendance 10 %,
Class participation and assignments 30 %,
Mid-term exam 30 %,
Final exam 30 %

ACADEMIC RESEARCH

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

REFERENCES

Zeithaml, V. A., Bitner, M. J., | Gremler, D. D. (2018). *SERVICES MARKETING: INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM (7th ed)*. McGraw-Hill Education: New York.

LECTURERS

Dr. Ni Luh Putu Indiani, S.E., M.M.
Ni Kd Sioaji Yamayanti, S.E., MBA

LECTURER TOPICS

Week	Topics
1	Introduction to Services
2	The Gaps Model of Service Quality
3	Customer Expectations of Service
4	Customer Perceptions of Service
5	Listening to Customers through Research
6	Building Customer Relationship
7	Service Recovery
8	MIDTERM EXAM
9	Service Innovation and Design
10	Customer-defined Service Standard
11	Physical Evidence and the Servicescape
12	Employee's Role in Service
13	Customer's Role In Service
14	Managing Demand and Capacity
15	Integrated Service Marketing Communication
16	FINAL EXAM



WORKLOAD

SERVICE MARKETING PLANNING AND MANAGEMENT 16 weeks

	Weeks per semester																TOTAL hrs
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2		24
	Workshops			4													4
	Exam preparation							9								10	19
	Company visits, excursions									4							4
	Preparation for presentations and papers			2		2		2			2		2		2		12
	Preparation for class	2	2	2	2	2	2	2			2	2	2	2	2	2	24
	Follow-up for class	1	1	1	1	1	1	1			1	1	1	1	1	1	12
	Final essay paper															10	10
	Academic Research															20	20
	Course evaluation															2	2
	Workshops and Excursion Paper				2							2					4
																	135
HRS OF EXAMS									2						2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2		2	2	2	2	2	2	26	
																TOTAL WORKLOAD PER COURSE (HOURS)	
																165	
																TOTAL ECTS	
																5	