

Course title	Services Marketing
Course code	Klicken oder tippen Sie hier, um Text einzugeben.
Module coordinator	Dr. En-Chi Chang
Lecturer	Dr. En-Chi Chang
Level of course	Bachelor
Recommended prerequisites	Some basic marketing knowledge such as 4Ps (Product, Price, Place, Promotion) and STP (segmenting, targeting, and positioning)
Type of course	Elective
Weekly lecture hours (SWS)	2
ECTS credits	2
Workload	2 weekly lecture hours + about 3 hours per week for the semester project work
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Each semester</i>
Language of instruction	<i>English</i>
Contents:	The topics include subjects covered by Services Marketing and Services Management, e.g., service dominant logic, services marketing strategy, service design, service quality, services & technology, and customer relationship management.
Learning outcome (competencies):	<ol style="list-style-type: none"> <li>1. Understanding what services and services marketing are, including services in the international context.</li> <li>2. Being able to define and evaluate service quality.</li> <li>3. Being able to design a service process.</li> <li>4. Understanding how technology influences the service delivery.</li> <li>5. Considering ESG in services marketing.</li> </ol>
Teaching methods	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Group work <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input checked="" type="checkbox"/> Others: In-class discussion
Assessment methods	Group project or a final exam (please check the syllabus for details)
Recommended reading	Wirtz, J. (2022). Essentials of Services Marketing, 4 <sup>th</sup> Edition, Harlow: Pearson Education Limited. (main textbook) Bordoloi, S., Fitzsimmons, J., and Fitzsimmons, M. (2023). Service Management: Operations, Strategy, Information Technology, 10 <sup>th</sup> Edition, New York: McGraw Hill
Additional information	<ol style="list-style-type: none"> <li>1. This course is hybrid (online + offline)</li> <li>2. This course includes group projects and some lectures together with the Service Innovation course at NKUST, Taiwan</li> </ol>
Recognition of credits	