

Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	SERVICE MARKETING & MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFXB4A DEPARTMENT OF INTERNATIONAL BUSINESS, 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<p>A. Breeding professionals with expertise in general International Trade and International Business.</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction	<p>Services marketing is a form of marketing which focuses on selling services. Services can be tricky to sell and the marketing approach for them is much different than the approach for products. Some companies offer both products and services and must use a mixture of styles; for example, a store which sells computers also tends to offer services such as helping people select computers and providing computer repair. Such a store must market both its products and the supporting services it offers to appeal to customers.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	1.Understanding Customer through Marketing Research 2.The Role of Employee, Customers, and Channels Service Delivery 3.Building Customer Relationships 4.Understanding the organizational process and management of service marketing	C3	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1.Understanding Customer through Marketing Research 2.The Role of Employee, Customers, and Channels Service Delivery 3.Building Customer Relationships 4.Understanding the organizational process and management of service marketing	Lecture, Discussion	Written test, Report

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/09/15~ 103/09/21	Intoduction to this course	
2	103/09/22~ 103/09/28	Introduction to Services	
3	103/09/29~ 103/10/05	The Gaps Model of Service□Quality	Case Study 1
4	103/10/06~ 103/10/12	Customer Behavior in Services	Case Study 2
5	103/10/13~ 103/10/19	Customer Expectations of Service	Case Study 3
6	103/10/20~ 103/10/26	Customer Perceptions of Service	Case Study 4
7	103/10/27~ 103/11/02	Listening to Customers□through Research	Case Study 5
8	103/11/03~ 103/11/09	Build Customer Relationships	Case Study 6
9	103/11/10~ 103/11/16	Service Recovery	Case Study 7
10	103/11/17~ 103/11/23	Midterm Exam Week	
11	103/11/24~ 103/11/30	Service Innovation and Design	Case Study 8
12	103/12/01~ 103/12/07	Customer-Defined Service□Standards	Case Study 9

13	103/12/08 ~ 103/12/14	Employees' Roles in Service□Delivery	Case Study 10
14	103/12/15 ~ 103/12/21	Customers' Roles in Service□Delivery	Case Study 11
15	103/12/22 ~ 103/12/28	Group Presentation	
16	103/12/29 ~ 104/01/04	Group Presentation	
17	104/01/05 ~ 104/01/11	Group Presentation	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbook(s)	Zeithaml/ Services Marketing 4/e, 2008		
Reference(s)	Lovelock, Services Marketing 6e 2007, Prentice Hall		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Group Presentation〉 : 30.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		