

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

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| Course Title | SERVICE MARKETING & MANAGEMENT | Instructor | SUN, CHIA-CHI |
| Course Class | TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 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> | | |
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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-Characterizing, 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 | AD |

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 |
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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 | 108/02/18 ~ 108/02/24 | Intoduction to this course | |
| 2 | 108/02/25 ~ 108/03/03 | Introduction to Services | |
| 3 | 108/03/04 ~ 108/03/10 | The Gaps Model of Service□Quality | Case Study 1 |
| 4 | 108/03/11 ~ 108/03/17 | Customer Behavior in Services | Case Study 2 |
| 5 | 108/03/18 ~ 108/03/24 | Customer Expectations of Service | Case Study 3 |
| 6 | 108/03/25 ~ 108/03/31 | Customer Perceptions of Service-Small Quiz 1 | Case Study 4 |
| 7 | 108/04/01 ~ 108/04/07 | Holiday | |
| 8 | 108/04/08 ~ 108/04/14 | Listening to Customers | Case Study 5 |
| 9 | 108/04/15 ~ 108/04/21 | Build Customer Relationships / 2018/4/23: Small Quiz; 2018/4/24 :Case Presentation | Case Study 6 |
| 10 | 108/04/22 ~ 108/04/28 | Midterm Exam Week | |
| 11 | 108/04/29 ~ 108/05/05 | Service Recovery | Case Study 7 |
| 12 | 108/05/06 ~ 108/05/12 | Final Group Presentation | Group 1-Group 3 |

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| 13 | 108/05/13 ~ 108/05/19 | Final Group Presentation | Group 4-Group 6 |
| 14 | 108/05/20 ~ 108/05/26 | Final Group Presentation | Group 7-Group 9 |
| 15 | 108/05/27 ~ 108/06/02 | Graduate Exam Week | |
| 16 | 108/06/03 ~ 108/06/09 | --- | |
| 17 | 108/06/10 ~ 108/06/16 | --- | |
| 18 | 108/06/17 ~ 108/06/23 | --- | |
| Requirement | Teacher will do everything according to TKU grading policies | | |
| 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 : 20.0 % ◆ Mark of Usual : % ◆ 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. | | |