

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	SERVICE MARKETING & MANAGEMENT	Instructor	CHIYANG CHOU
Course Class	TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:60.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>3. A vision for the future. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			
<b>Course Introduction</b>	<p>This course addresses challenges professionals and organizations face in creating, marketing and delivering high-quality services. The course is designed for individuals who aspire to manage professional practices in services.</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Identification and selection of customers (for both consumer and business markets). Economics of CRM: customer life time value, customer life cycle analysis How customer behavior and expectations play a role in the service environment Key considerations in selling and marketing services Promoting and positioning of services The complexities of managing demand and capacity in service organizations How to build customer loyalty and assess customer lifetime value	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AD	357	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course Introduction	
2	109/03/09 ~ 109/03/15	New Perspectives on Marketing in the Service Economy	
3	109/03/16 ~ 109/03/22	Consumer Behavior in a Services Context	
4	109/03/23 ~ 109/03/29	Positioning Services in Competitive Markets	
5	109/03/30 ~ 109/04/05	Distributing Services through Physical and Electronic Channels	
6	109/04/06 ~ 109/04/12	Setting Prices and Implementing Revenue Management	

7	109/04/13 ~ 109/04/19	Promoting Services and Educating Customers	
8	109/04/20 ~ 109/04/26	Designing and Managing Service Processes	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Balancing Demand and Productive Capacity	
11	109/05/11 ~ 109/05/17	Crafting the Service Environment	
12	109/05/18 ~ 109/05/24	Managing People for Service Advantage	
13	109/05/25 ~ 109/05/31	Managing Relationships and Building Loyalty	
14	109/06/01 ~ 109/06/07	Graduate Exam Week	
15	109/06/08 ~ 109/06/14	Supplementary Teaching / Improving Service Quality and Productivity	
16	109/06/15 ~ 109/06/21	---	
17	109/06/22 ~ 109/06/28	---	
18	109/06/29 ~ 109/07/05	---	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	"Services Marketing" (8th Edition) by Christopher H Lovelock and Jochen Wirtz (2018), Prentice Hall.		
References			
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 15.0 %   ◆ Midterm Exam : 35.0 % ◆ Final Exam : 35.0 % ◆ Other < > :   %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		