

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

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"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<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>			
Subject Schoolwide essential virtues			
<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>			

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 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	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	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	Testing, Study Assignments, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Intoduction to this course	
2	111/02/28 ~ 111/03/04	The Gaps Model of Service□Quality	
3	111/03/07 ~ 111/03/11	The Gaps Model of Service□Quality	Case Study 1

4	111/03/14 ~ 111/03/18	Customer Behavior in Services	Case Study 2
5	111/03/21 ~ 111/03/25	Customer Expectations of Service	Case Study 3
6	111/03/28 ~ 111/04/01	Customer Expectations of Service	
7	111/04/04 ~ 111/04/08	Day off	
8	111/04/11 ~ 111/04/15	Listening to Customers	Case Study 4
9	111/04/18 ~ 111/04/22	Build Customer Relationships	Case Study 5
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Service Recovery	Case Study 6
12	111/05/09 ~ 111/05/13	Final Group Presentation	Group 1-Group 3
13	111/05/16 ~ 111/05/20	Final Group Presentation	Group 4-Group 6
14	111/05/23 ~ 111/05/27	Final Group Presentation	Group 7-Group 9
15	111/05/30 ~ 111/06/03	Graduate Exam Week	
16	111/06/06 ~ 111/06/10	---	
17	111/06/13 ~ 111/06/17	---	
18	111/06/20 ~ 111/06/24	---	

Requirement	Teacher will do everything according to TKU grading policies
Teaching Facility	Computer
Textbooks and Teaching Materials	Zeithaml/ Services Marketing 4/e, 2008
References	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 : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other (Group Presentation) : 40.0 %

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>.

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