

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	SERVICE MARKETING & MANAGEMENT	Instructor	TSAI, YI-YING
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	SDG1 No poverty SDG2 Zero hunger SDG3 Good health and well-being for people SDG4 Quality education		
Departmental Aim of Education			
I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
Subject Departmental core competences			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:15.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:20.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:11.00) 3. A vision for the future. (ratio:16.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:13.00)			

7. A spirit of teamwork and dedication. (ratio:13.00)

8. A sense of aesthetic appreciation. (ratio:12.00)

Course Introduction

This course provides concepts of global service marketing, and to explain why brand are important. The class emphasizes the applications and tactics by means of realistic cases rather than theoretical issue. Students are expected to capable of explaining how branding applies to real market and understand challenge and opportunities in the job market.

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	students are expected to have logical understanding toward 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	ABCD	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13~ 112/02/19	Course introduction	
2	112/02/20~ 112/02/26	Developing a brand strategy	

3	112/02/27 ~ 112/03/05	Creating value in the service economy	
4	112/03/06 ~ 112/03/12	Understanding service consumers	
5	112/03/13 ~ 112/03/19	Positioning services in competitive markets	
6	112/03/20 ~ 112/03/26	Developing service products and brands	
7	112/03/27 ~ 112/04/02	Distributing services through physical and electronic channels	
8	112/04/03 ~ 112/04/09	Service pricing and revenue management	
9	112/04/10 ~ 112/04/16	Service marketing communications	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Designing service processes	
12	112/05/01 ~ 112/05/07	Balancing demand and capacity	
13	112/05/08 ~ 112/05/14	Crafting the service environment	
14	112/05/15 ~ 112/05/21	Managing people for service advantage	
15	112/05/22 ~ 112/05/28	Graduate Exam Week	
16	112/05/29 ~ 112/06/04	---	
17	112/06/05 ~ 112/06/11	---	
18	112/06/12 ~ 112/06/18	---	
Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy		
Teaching Facility	Computer		
Textbooks and Teaching Materials	service marketing by Jochen Wirtz and Charistopher Lovelock ISBN:97819446590101		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : % ◆ Final Exam : 30.0 % ◆ Other <discussion> : 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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