

**Course Code:293NMARV523B**  
**Services Marketing ISP**  
**“Elective” (Fall Semester of 2024-2025 Academic Year)**

Course leader:	Kevin Jackson
Lecturer(s):	Kevin Jackson
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Course type:	Elective
Prerequisites:	none
Credits:	6 ECTS
Number of hours per semester	Total number of Lectures: 12 Seminars: 12
Time of class:	

**Aims and objectives and description of the course:**

The objective of this course is to highlight the special features of services and to give an overview of the marketing management problems that service firms must face. The course is designed for advanced business students and requires basic marketing knowledge.

**Learning outcomes:**

- To provide an in-depth appreciation and understanding of the unique challenges of managing and delivering quality services.
- To develop an understanding of the 'state of the art' service management thinking and the power of Big Data.
- To understand how the rapid evolution of technology is enabling consumers and companies to easily access assets rather than owning them.
- Improving your professional skills in business writing and presentation
- Working in groups including case discussions, written analysis, and presentation.

**Course description:**

The service sector of the world economy is huge and still growing, the complexity and diversity of services have been increasing over the past 50 years. All the developed economies now have large service sectors and many service firms operate internationally.

The course will highlight the fundamental differences between goods and services focusing on the managerial implications. An overview will be provided on service operations including service-related issues on innovation, communication, pricing, managing demand and managing people.

A local company will present a business case to the class during the second half of the semester. Groups will be formed, and each group will present their services marketing strategy to the company at the end of the semester. This is a great opportunity for students to receive real feedback on their presentations from business professionals.

### **Methodology:**

This course will focus on “learning through doing” rather than the passive understanding of the topic. Each session will begin with a lecture that will set up the topic and the group work. Teams will work together on a task and then each will present their findings to the group. Group members will take turns doing presentations so that everyone will have the opportunity to present group work at least once during the semester. This process is designed to leverage the experience and skills of the students so that each session is as dynamic and relevant as possible.

Lectures, class discussions, student presentations of case studies in classes, mid-course written exam, final group presentation in front of invited guests, and final written exam. Attendance and class participation are important.

### **In this course, you will be provided with the opportunity to:**

- Critically evaluate services marketing challenges.
- Develop more effective communication skills through class presentation and through responding to any questions may arise.
- Develop competencies to work more effectively in teams through the completion of a project work.
- Develop an awareness of differences in the culture surrounding services through class exercises among students from a diverse range of backgrounds.

### **Expectations from participants:**

- Actively participate in lectures and seminars since much of the learning will come from in-class discussions.
- Study, understand and internalize the concepts covered in the course and be able to creatively apply them.
- Come to each class well prepared and on time to discuss the required readings and assigned cases in detail.

\*Please note that this syllabus is not fixed in stone. I tend to adapt each class based on the students and trending information. It is important to ensure that what is being taught in this class is relevant to today’s business world.

**Detailed class schedule, 1<sup>st</sup> – 14<sup>th</sup> week:**

<b>Date of class</b>	<b>Topics to be discussed, readings required for the class</b>
<b>Week 1</b>	Why are services dominating the world economy? Reading: The Platform Paradox (Chapter 1)
<b>Week 2</b>	The Power of Platforms and Supply Side vs. Demand Side Economies Group Activity 1: Evaluating Services in a Post Covid-19 World Reading: The Platform Paradox (Chapter 2)
<b>Week 3</b>	Group Activity 1: Groups present their chosen service company and there is a class discussion on each company. Reading: The Platform Paradox (Chapter 3)
<b>Week 4</b>	Artificial Intelligence (AI) and its influence on service delivery Reading: The Platform Paradox (Chapter 4)
<b>Week 5</b>	AI and Managing the Moments of Truth Group Activity 2: Analyzing how well service companies handle their moments of truth (positive vs. negative network effects). Reading: The Platform Paradox (Chapter 5)
<b>Week 6</b>	Group 2 Activity: Moment of Truth presentations Take Home Midterm Exam Posted
	<b>Fall Break</b>
<b>Week 7</b>	<b>Final Group Project Introduced by Invited Company</b> Project Brief Delivered, New Groups Chosen Lecture: Steps 1-3 1. Campaign Aims and Approach 2. Defining Success and How to Measure.

	3. Target Audiences
<b>Week 8</b>	<b>Final Group Project</b> Lecture: Steps 4 4. Design Research Plan: How to collect data and from where (can include surveys and interviews)
<b>Week 9</b>	<b>Final Group Project</b> Lecture: Step 5 5. Analyze data
<b>Week 10</b>	<b>Final Group Project</b> 6. Create Content Strategy
<b>Week 11</b>	<b>Final Group Project</b> 7. Select Communication Channels 8. Describe Campaign Launch
<b>Week 12</b>	Final Practice Round for All Groups (Each group goes independently in their own time slots)
<b>Week 13</b> The last class	<b>Final Group Presentations</b> Company members invited to deliver professional feedback. Final Take Home Exam Given
<b>Week 14</b>	Final Take Home Exam Due <b>Good Luck!</b>

### **Assignments:**

Grades are earned by the students based on their class attendance, class participation, their achievements in the assignments (group or otherwise) and any quizzes, homework and midterm and final exam (where applicable). If the student completed at least one of the courses takes either in full or in part, the subject can only be closed with a grade.

### **Assessment, grading:**

Grades are earned by the students based on their class attendance, class participation, their achievements in the assignments (group or otherwise) and any quizzes, homework and midterm and final exam (where applicable). If the student completed at least one of the courses takes either in full or in part, the subject can only be closed with a grade.

Grades are not negotiable. Any attempt at negotiation may potentially result in official disciplinary action!

The final grade will be composed as follows:

**25%** class attendance and participation in class discussions and student presentations

**25%** mid-term exam (written)

**25%** final group presentations

**25%** final exam (written)

Students are expected to attend at least 75% of classes. Case studies will be presented in 20 minutes during the relevant classes, accompanied by a PowerPoint slide show and discussed afterwards. A list of topics and guidelines for the case studies will be distributed during the first seminar. Students are expected to prepare the case studies in groups of two, academic dishonesty and plagiarism results in the rejection of their work. The presentation will be graded and both students preparing it will get the same grade. Students are expected to take part in both the mid-course and final exams. Missing exam(s) can be made up for during week 15.

<b>Individual Take Home Midterm (25%) and Final Exams (25%)</b>				
<b>Quality of Answers (5%)</b>	<b>Original Thought and Creativity (5%)</b>	<b>Application of Course Materials (5%)</b>	<b>Submission Attractiveness and Format (5%)</b>	<b>Sources (5%)</b>
Fusion of relevant research and marketing theory to deliver insightful answers to the exam questions.	Proof of original thought that includes examples from your home country and personal experiences.	Clear evidence of a solid understanding of course materials.	A well-organized paper with pictures and/or graphs that complement the text.	Clear evidence that the student took the time to find relevant and wide-ranging information from credible sources. I expect a full list of references in the APA style. ChatGPT use needs to be referenced.

<b>Final Group Presentations (25%)</b>				
<b>Quality of presentation regarding the client brief 5%</b>	<b>Original Thought and Creativity 5%</b>	<b>Application of Course Materials 5%</b>	<b>Presentation Delivery 5%</b>	<b>Client Feedback 5%</b>
Each group will be given the client brief outlining exactly what the client is interested in.	Evidence of original thought during the presentation and a cut and paste of Internet materials.	Evidence that the group understands and applies course materials based on the client brief.	The presentation is well structured, attractive (not text heavy), shows evidence of teamwork, and within the time limit.	The client's overall feedback will be taken into consideration for each group.

<b>Class Contribution (25%)</b>		
<b>Contribution to Class 10%</b>	<b>Participation in Group Projects 10%</b>	<b>Consistency 5%</b>
Consistent participation in class by offering feedback to fellow classmates. Hiding in the corner and playing on your phone will not score well.	Your contribution to all group activities is very important and will be evaluated.	How well students consistently create value for the overall class and during groups projects.

**Class attendance:**

Class attendance is mandatory. Participation in lectures is an important part of the process and understanding of the subject, and tutors have the right to make a so-called 'positive attendance sheet'. Based on the 'positive attendance sheet' the tutor can give 5% extra points beyond all the points obtainable for the final grade. Attendance of the seminars is compulsory. The acceptable level of absence is ¼ of all lessons (i.e. 3 seminars). In exceptional cases (hospital treatment, permanent illness) provided that the total absence is less than 50%, the tutor can (if he/she so decides) give an opportunity for supplement. Study and Examination Regulations – 21§ (3) and (5)

In cases where the professor indicates that the classes (although termed "lecture" and "seminar" for administrative purposes) are, in fact, a mix of lecture and seminar/practical work, attendance at both classes is mandatory.

Simple doctor's certificates will not be accepted. If the student has exceeded the maximally allowed number of absences, only verifiable, official hospital- or treatment center documentation proving hospital treatment or permanent illness shall be accepted.

Students whose absence from the seminars exceeds the maximally allowed 3 occasions (partial seminar attendance is counted as absence), will be given a "not signed" (aláírás megtagadva) grade. Students receiving the "not signed" grade will not have the option of taking either the final or any of the retake examinations but shall have to retake the course in a subsequent semester.

Students who in any way disrupt a class (lecture or seminar) will be warned once. If the student's disruptive behavior continues after the first warning, the tutor has the right to send the student out of the room and note that the student has been absent from the given class.

### **Cheating, plagiarism**

Any attempt at cheating or plagiarism in quizzes, assignments or at examinations shall result in an automatic "F" (fail) grade and the student will not be able to take either the final examination or the retake examinations but shall have to retake the course in a subsequent semester.

Please note that professors have access to a professional plagiarism checker throughout the academic year and can check any assignment submitted.

For information on how to cite when writing an assignment or paper, please check here (<http://isp.uni-corvinus.hu/index.php?id=55379> Thesis Work Guidance Bachelor BM & IB pp: 5, 7, 8).

### **Examinations and retake examinations**

In keeping with the Corvinus Study and Examination Regulations, a total of 3 examination opportunities shall be offered in the case of core courses (except for the CIEE courses where – in keeping with the American Educational Regulations only a single examination opportunity will be given), or in the case of the elective courses where professors can decide to offer only 1 or 2 opportunities.

The examinations will be spaced out during the official examination period, although the first examination (taking into consideration the foreign exchange students) will be held during the first week of the final examination period. Students returning home prior to the end of the official examination period do so at their own risk as no special consideration shall be given in such cases.

Students must sign up for exams through the Students Information System (Neptun).

The registration for and deregistration from chosen exam date(s) may be modified not later than 24 hours prior to its start. Examinations held on Mondays are exceptions, since exams on Mondays must be signed up for no later than 72 hours prior to the start. (Study and Examination Regulations 22.§ 2.) Students not signed up for a given examination will not be allowed to take it.

Students signed up for a given exam but failing to take it will be given a “not present” (“nem jelent meg”) grade. While such a grade will not decrease the total number of times they can attempt the examination, it will result in a special administrative fee.



### **Compulsory reading:**

- Guillén, Mauro F. The Platform Paradox: How Digital Businesses Succeed in an Ever-Changing Global Marketplace. Wharton School Press, 2021.  
<https://doi.org/10.2307/j.ctv2hdfxp>.
- Lots of case studies and articles taken from recent publications (i.e. less than 1 year old)

### **Recommended readings:**

- Text Book: Christopher Lovelock and Jochen Wirtz Services Marketing, Eighth edition (2016), World Scientific Publishing

### **Grading:**

#### **Hungarian and ECTS grading scale**

Percentage achieved	Hungarian grade	ECTS equivalent	Explanation for the Hungarian grade
87-100	5	A	Excellent
77-86	4	B	Good
67-76	3	C	Satisfactory
60-66	2	D	Pass
0-59	1	F	Fail
	Nem jelent meg	DNA	Did not attend (no credit)
	Nem vizsgázott	I	Incomplete (no credit)
	Aláírva	S	Signed (no credit)
	Megtagadva	R	Refused (no credit)

#### **International grading scale**

Percentage achieved	International grade
97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

