

Syllabus of Fudan University

Department: Marketing Department, School of Management

Date: May 2024

Course Code	MANA130062.01						
Course Title	Service Marketing						
Credit	2	Experiment (including Computer) Credit	/	Practice Credit	0.8	Aesthetic Education Credit	/
Credit Hours Per Week	3/Week*1 2 Weeks	Education on The Hard-Working Spirit Credit Hours	/	Language of Instruction	English	Honors Course	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Type	<input type="checkbox"/> Core General Education Course <input type="checkbox"/> Specific General Education Course <input type="checkbox"/> Basic Course in General Discipline <input type="checkbox"/> Elective General Education Course <input type="checkbox"/> Others			2+X Major : <input checked="" type="checkbox"/> Professional Core Course <input type="checkbox"/> Professional Advanced Course			
Course Objectives	<p>This course offers a chance of learning advanced marketing knowledge in the service era from both theory and cases and transferring these ideas to individual own situation of Fudan undergraduate students majored in marketing.</p> <p>The course is committed to reach the following goals gradually and ultimately with the common efforts of the students:</p> <ul style="list-style-type: none">Introducing the students to key service marketing concepts and facilitating them to have overviews with a framework of theoretical knowledge.Developing students’ abilities of studying fast-moving marketing situations, in particular, China as an immature market and an emerging market in service industry as well. <p>Enhancing students’ skills in thinking and decision-making with service marketing perspectives and insights in the complex service environment.</p>						

<p>Course Description</p>	<p>The course is composed of the following 4 parts of the content:</p> <ol style="list-style-type: none"> 1) Fundamental concept of service marketing; 2) Strategic service marketing; 3) Service operation and service system management; 4) Advanced issues of service marketing and management.
<p>Course Requirements:</p> <p>Prerequisite Course: <u>This course is only opened to students who are majored in marketing or the students who are majored in business administration and have taken the Marketing Management course or Fundamental of Marketing course as the prerequisite course.</u></p> <p>Achieving the course objectives heavily relies on the consensus among all participants that everyone should contribute his enthusiasm, cooperation, hard work, time and wisdom to the success.</p> <p>The lectures to build up the fundamental framework of service marketing are offered by the instructor. Simultaneously the feedback from the student is essential to the effectiveness. The instructor can not be expected more than guiding and organizing communication besides lecturing, as well as summarizing the discussion at the end of each class. However, no “one right answer” will be suggested to some certain situation.</p> <p>Communication, such as question raising, answering, commenting, discussing, and debating is an utmost way of learning in the class.</p> <p>Furthermore, group communication and collaboration in the case preparation and team project is not only the skill called on by all management functions but also the determinant to the accomplishment of students in this course.</p>	
<p>Teaching Methods:</p> <p><u>The course will be designed as a hybrid course with the integration of online lecture and offline class study.</u></p> <p>The course will be organized by introducing the following teaching methods into the course framework, which are the lectures, the individual assignments, the group case studies and the group term project studies.</p>	

For the term project study, the following steps of project development are recommended:

- The topic of the term project is New Product Development in Service Context. Carefully choose the research object. It could be a totally new-to-the-world service product which you want to introduce into Chinese market, or it is an incremental new product for a real and live brand/company in China.
- Draft a research plan for the project, describing the topic, research objectives, questions, procedure, approach, allotment of work, and possible difficulties. The plan is set up by the 3rd class.
- Carry out the plan, continuously discussing and reviewing every process of the project in the group. Referring to the instructor is welcomed.
- Draft and revise the report, using complementary and in-depth research.
- Finalize the report and prepare the group presentation of the project.

Course Director's Academic Background:

Lijin (Emma) QIU: Room 628, Siyuan Building, School of Management

021-2501-1190 ljqiu@fudan.edu.cn

Xiucheng FAN: Room 618, Siyuan Building, School of Management

021-2501-1197 xcfan@fudan.edu.cn

Doctor Lijin QIU, Ph.D of Accounting currently is a Marketing professor at School of Management, Fudan University, China. She is also the General Secretary of Center of Service Marketing and Management (CSMM) of Fudan University, the Global Faculty of Center of Service Leadership (CSL), Arizona State University, the International Faculty Fellow of Sloan School, MIT, the Courtesy Professor at Warsaw Sports Marketing Center, University of Oregon and Adjunct Associate Professor, University of Hong Kong. Prof. Qiu visited Center of Service Leadership, Arizona State University, Sloan Business School of MIT, Harvard Business School, Warsaw Sports Marketing Center, University of Oregon and SDA, Bocconi University as a visiting scholar. At the same time, Dr. Qiu is serving on the advisory board of Atlas Copco, OFA and provides consultancy to companies such as TEKES (FIN), Michelin, L'ORéal, DHL Forwarding, etc..

Her research areas are Servitization in Manufactures, B2B Marketing, Luxury Brand Management, Service Brand Management, and so on.

Instructor's Academic Background:

Doctor Lijin QIU, Ph.D of Accounting currently is a Marketing professor at School of Management, Fudan University, China. She is also the General Secretary of Center of Service Marketing and Management (CSMM) of Fudan University, the Global Faculty of Center of Service Leadership (CSL), Arizona State University, the International Faculty Fellow of Sloan School, MIT, the Courtesy Professor at Warsaw Sports Marketing Center, University of Oregon and Adjunct Associate Professor, University of Hong Kong. Prof. Qiu visited Center of Service Leadership, Arizona State University, Sloan Business School of MIT, Harvard Business School, Warsaw Sports Marketing Center, University of Oregon and SDA, Bocconi University as a visiting scholar. At the same time, Dr. Qiu is serving on the advisory board of Atlas Copco, OFA and provides consultancy to companies such as TEKES (FIN), Michelin, L'ORéal, DHL Forwarding, etc.

Her research areas are Servitization in Manufactures, B2B Marketing, Luxury Brand Management, Service Brand Management, and so on.

Members of Teaching Team

Name	Gender	Professional Title	Department	Responsibility
QIU Lijin	Female	Assistant Professor	Marketing	Course development and lecturing
FAN Xiucheng	Male	Professor	Marketing	Course development and lecturing

Course Schedule (Please supply the details about each lesson):

Section 1: Service Nature and its Implication (Week 1&2, by QIU)

1. Nature of service industry
2. Definition of service and service marketing
3. Core concepts in service marketing

4. Business implication of service marketing

Section 2: Service System (Week 3&4, by QIU)

1. Customer experience
2. Service quality
3. Expectation management
4. Service system
5. Implication of service journal
6. Implication of service blueprinting
7. Group Case I presentation

Section 3: Service Marketing Communication (Week 5&6, by FAN)

1. The role of communication in service marketing
2. Communication Challenges and opportunities in service
3. Branding of Communication
4. Service Guarantee
5. Group Case II report submission

Section 4: Demand Management and Revenue Management (Week 7&8, by FAN)

1. Pricing policy in service marketing
2. Time is a critical issue in service
3. Demand management
4. Capacity management
6. Revenue and service productivity.
7. Group Case III presentation

Section 5: Advanced Issues of Service Marketing (Week 9&10, by QIU&FAN)

1. Relationship marketing and CRM
2. Customer involvement and value co-creation

Section 6: Group Term Project Presentation (Week 11, by QIU&FAN)

Section 7: Final Exam (Week 12, Date and Time will be arranged by school)

* Note: 3 credit hours per week

The design of class discussion or exercise, practice, experience and so on:

The class discussion, the individual assignment and the group case studies will be designed and integrated into each module of the course.

The students are required to submit the individual assignment by following the standard template that will be shared.

The group case materials will be distributed ahead and all the teams are required to study the cases and present the case report in maximally 15 minutes in the class with the case reports submitted as well.

Due to the joint work in group case-study and term project, the same grade for such assignment goes to all members of the same group. Students can identify their insights and efforts through all the other occasions.

If you need a TA, please indicate the assignment of assistant:

No TA required.

Grading & Evaluation (Provide a final grade that reflects the formative evaluation process):

The students will be evaluated in accordance with the following categories:

● Class contribution and Attendance	10%
● Individual Exercise: Service Journal	10%
● Group Case-study (3 cases)	35%*
● Group Term Project	15%*
● Individual Final Examination	<u>30%</u>
Total	100%

*Due to the joint work in group case-study and term project, the same grade for such assignment goes to all members of the same group. Students can identify their insights and efforts through all the other occasions.

Usage of Textbook: ☐ Yes (complete textbook information form below) ☒ No Textbook

Textbook Information (No more than two textbooks) :

Title	Author	ISBN	Publishing Time	Publisher	Type I	Type II
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook

						<input type="checkbox"/> Others
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others
Teaching References (Including author, title, publisher, publishing time,ISBN): <ul style="list-style-type: none"> ● Reference Book: <ol style="list-style-type: none"> 1) <i>Service Marketing in Asia II</i> by Christopher H. Lovelock <i>et al.</i>, Prentice Hall, 2005 2) 服务营销（亚洲版-第2版），范秀成主译，中国人民大学出版社，2007年 ● Class handout, reading materials and reference materials: Digital copy of the materials will be available on 复旦超星. 						