

<b>Course</b>		
<b>Services Management</b>		
<b>Lecturer</b>	<b>Duration</b>	<b>ECTS/Credit Points</b>
Bettina Berthold-Löffler (Dipl.Kffr.) b.berthold-loeffler@ostfalia.de	2 SWS (= 90 minutes per week)	3
<b>Course Character</b>	<b>Semester</b>	<b>Course Language</b>
Elective Course	Spring Semester	English
<b>Prerequisites</b>		
One year of business studies		
<b>Description of the Course</b>		
<p>Services dominate the expanding world economy as never before. Technology as well as changing consumer behavior have a strong impact on existing business models which requires new strategies und business set ups. The lecture of Services Management will cover the following topics: framework of the service sector, introduction to what is services management all about, the services marketing mix, how to design services strategies as well as to define service quality. An outlook on present trends and perspectives concludes the course. The students are requested to work on case studies. They will apply and transfer their knowledge, analyze and evaluate various aspects of services management.</p>		
<b>Course Components</b>		
<ul style="list-style-type: none"> <li>• <b>Readings:</b> Some readings (case studies or articles) on services management topics will be assigned to the students as homework. These readings will be discussed in class.</li> <li>• <b>Attendance and participation:</b> Attendance and participation in class are strongly recommended and will help to understand the course material. General discussions, asking and answering questions are part of the learning process.</li> <li>• <b>Exam:</b> The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given in the lecture and discussed in class. It may include multiple choice questions and true or false statements, short essay answers or case studies, etc. The exam contributes 100 % of the final grade of the course. In order to receive a passing grade for the course, students must obtain at least 50 % of the total points available.</li> </ul>		
<b>Preparation For and Participation in Class</b>		
Although continuous participation is expected, it is important for students to have completed the assigned readings so that they can actively take part in class discussions.		
<b>Course Outline</b>		
Part 1: Framework of Services Management <ul style="list-style-type: none"> <li>1.1 Defining Services Management</li> <li>1.2 Service Sector</li> <li>1.3 Service Consumer Behavior</li> <li>1.4 Introduction to Services Marketing</li> </ul>		

Part 2: Services Marketing Mix

- 2.1 Products
- 2.2 Pricing
- 2.3 Placements and Delivery Process
- 2.4 Promotion
- 2.5 People

Part 3: Successful Services Strategies

- 3.1 Introduction to Services Strategies
- 3.2 Strategic process
- 3.3 Tools to analyze
- 3.4 Strategic options
- 3.5 Successful Implementation

Part 4: Service Quality

- 4.1 Introduction
- 4.2 Defining Service Quality
  - 4.2.1 Gaps Model
  - 4.2.2 SERVQUAL
- 4.3 Customer Loyalty
- 4.4 Quality Programs

Part 5: Trends and Perspectives

- 5.1 Digitalization
- 5.2 Customer Relationship

**References**

The seminar is primarily based on the following references:

Kotler, P.; Keller K.L.: Marketing Management, Pearson 2012.

Wilson, A.; Zeithaml, V.;

Bitner, M.; Gremler, D.: Services Marketing. 2<sup>nd</sup> ed., McGraw-Hill 2012.

**Important Note:**

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.