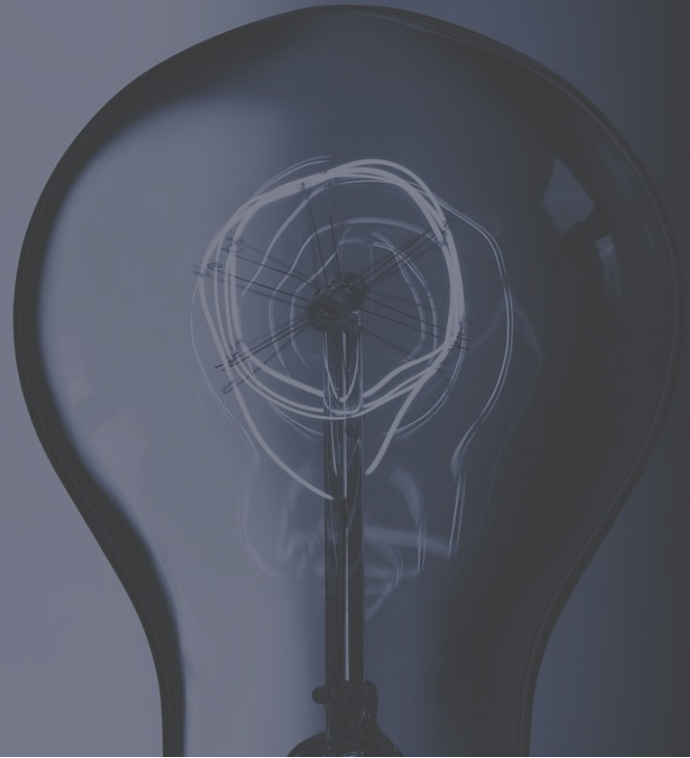




Research Area
Technology,
Innovation, Marketing,
Entrepreneurship

RWTHAACHEN
UNIVERSITY



SERVICE MARKETING INNOVATION

PROF. DR. RONALD FERGUSON

COURSE OUTLINE

RWTH Aachen University | School of Business and Economics
TIME Research Area | Lehrstuhl Technologie- und Innovationsmanagement
time.rwth-aachen.de | Kackertstraße 7, Aachen

Teaching Assistant: Sebastian Brenk

SUMMER TERM 2019

1 COURSE OVERVIEW

Course Name:	Service Marketing Innovation (ID: 81.25247)
Degree Programmes:	1. Master BWL IEM 2. Master Wi.Ing. alle Fachrichtungen IEM 3. Master Wirtschaftswissenschaften IEM & General Management
Lecturers:	Prof. Dr. Ronald Ferguson
Teaching assistant:	Sebastian Brenk
Location and Time:	Kackertstrasse. 7, Room B301 (3 rd Floor) Block course (April 08.-15.2019; 09:00 to 18:00h) Rooms for team work sessions will be announced in class.
Content Description:	<p>There is a major trend in marketing and management innovations involving the adoption of design thinking. This trend fits well with the paradigm shift from a goods-logic to a service-logic and the implications for designing service experiences for both for-profit and societal organizations.</p> <p>The service experience can be defined as the “Application and exchange of specialized competences (knowledge, skills and technology) in physical and digital interactions designed to co-create value for all parties in a relationship”.</p> <p>The course will employ a workshop format whereby students in each team will use design processes to create an innovative service experience prototype. This prototype will be presented in class as a simulation of one that would be addressed to a Board of investors and other stakeholders for their approval and feedback before implementation. The students will be evaluated on their understanding of the course concepts by applying them, a) to design their team’s presentation their service experience prototype and, b) in an individual assignment of a critical analysis of another team’s service experience prototype.</p> <p>URL’s for Prezis covering the course material for the introduction and each of the four modules are available on L2P prior to the course.</p>
Qualification Objectives:	To understand and apply: 1. The principles of design thinking 2. The characteristics of the service experience 3. The link between the design of the customer experience and the co-creation of value 4. The tools of innovating and evaluating in the design of digital and physical interactions in the service experience 5. The concepts for co-designing new service experiences

Literature	All modules are based on academic and practical reference material that will be provided via L2P.
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Course Examination:	Team prototype presentation (70%) and Individual written assignment (30%) <i>Further Instructions will be given to you during the class.</i>
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Participation Requirements:	<ul style="list-style-type: none">• Solid command of English• This class demands the continuous engagement and participation in teamwork and class discussions• Attendance at every session is mandatory
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Group Size:	30 participants (max) <i>Erasmus and exchange students on the master level are invited to register to the class.</i>
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Workload:	33 hours of lecturing 90 hours of individual preparation
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Type of Teaching:	A priority is placed on teamwork. The students will be divided into teams of 5-6 students. Teamwork is particularly appropriate since service experience design is a collective process involving value co-creation. The course is a workshop and an example of experiential learning with aspects of a flipped classroom. The objective is to foster value co-creation among the student teams and the professor. The course will consist of four modules followed by a session for team presentations of their service experience prototypes.
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Language:	All lectures and student presentations will be in English language.
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Credits:	5
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Please find a detailed video trailer of this SMI class by Prof. Ferguson on the TIME website: <http://www.time.rwth-aachen.de/cms/TIME/Studium/Veranstaltunguebersicht/~htdw/Veranstaltungstrailer-SoSe/> and under the following YouTube Link: <https://www.youtube.com/watch?v=M6wGIN0G114&feature=youtu.be>

2 COURSE ORGANISATION

The course comprises of six dates. Please find below the preliminary schedule. Indeed, on the last day **times will be modified for the prototype presentations.**

Schedule for Service Marketing Innovation

Session	Date	Place	9:00-12:30	14:00-18:00
1	Monday 08.04.2019	B301	All team's Workshop	All team's Workshop
2	Tuesday 09.04.2019	B301	All team's Workshop	Individual Team Research Time
3	Wednesday 10.04.2019	B301	Individual Team Research Time	All team's Workshop
4	Thursday 11.04. 2019	B301	All team's Workshop	Individual Team Research Time
5	Friday 12.04. 2019	B301	All team's Workshop	Individual Team Research Time
6	Monday 15.04. 2019	B301	Prototype Presentations 09:00 – 14:00	

Further information will be provided to you in class and on L2P. However, note that **session 6** is entirely dedicated to the **Service Experience Prototype audio-visual presentations** and feedback.

Lecture Concept

MODULES	TITLES
A	THE SERVICE EXPERIENCE CONCEPT
B	SERVICE EXPERIENCE DESIGN PROCESSES
C	DESIGNING PHYSICAL SERVICE EXPERIENCES
D	DESIGNING DIGITAL SERVICE EXPERIENCES
E	TEAM PRESENTATIONS OF SERVICE EXPERIENCE PROTOTYPE

3 RESOURCE MATERIAL

Please consult the course video syllabus on the TIME website.
Readings and URL's for Prezis will be made available on L2P.

4 COURSE EVALUATION

a) Team Service Experience Prototype Presentation (70%)

Evaluation Criteria:

1. Designed a service experience for a clearly defined set of customers and stakeholders.
2. Demonstrated a good understanding of the value and risks perceived by these customers and stakeholders.
3. Described how the service experience is designed to co-create these values through physical interactions.
4. Described how the service experience is designed to co-create these values through digital interactions.
5. Effectively integrated the physical and digital service interactions in the value co-creations processes.
6. Demonstrated to their Board that the new project is highly feasible.
7. Indicated how they envisage the next steps in their service experience design.

b) Individual Assignment (30%); Submission Deadline: 20th of May 2019, 4 pm. PDF via email to teaching assistant and print version with signature at TIM chair.

Evaluation Criteria:

Each student will submit a written report consisting of an analysis of another team's service experience prototype presentation. The student will analyze a team's presentation other than the one in which he/she was a member. The report should be a critical analysis indicating the prototype's strengths and suggestions for enhancement. You can use the guidelines for team prototype and evaluation criteria to structure your analysis. Audio-visual material of each team's prototype presentation will be accessible on L2P shortly after the day of the presentations. Further details and material regarding these criteria will be discussed and distributed in class.

Total: 10 pages (Double-spaced, Font: Times 12pt, 2.5 cm margins)