



Research Area
Technology,
Innovation, Marketing,
Entrepreneurship

RWTHAACHEN
UNIVERSITY



SERVICE MARKETING INNOVATION (ONLINE)

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 2021

1 COURSE OVERVIEW

Course Name:	Service Marketing Innovation (online) (ID: 18ss-25247)
Degree Programmes:	1. Master BWL IEM 2. Master Wirt.Ing. alle Fachrichtungen IEM 3. Master Wirtschaftswissenschaften IEM & General Management
Lecturers:	Prof. Dr. Ronald Ferguson
Teaching assistant:	Sebastian Brenk
Location and Time:	Online bi-weekly course via Zoom Sessions between 13 th April 2021 to 27 th April 2021 and Monday 3 th of May 2021; 2:00pm to 5:00pm) <u>with a strict obligation of video attendance while absence is not permitted!</u> The instructor will host Plenary Zoom Sessions including Team Breakout Rooms. Team Zoom Sessions will foster teamwork toward the advancement in preparing their Service Experience Prototype to an Advisory Board.
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 digital/online workshop format whereby students in each team will use design processes to create an innovative service experience prototype. This prototype will be presented in the online class as a simulation of one that would be addressed to an Advisory Board 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 of their service experience prototype and, b) in an individual assignment of a critical analysis of another team’s service experience prototype.</p> <p>Students must continually consult the course Moodle for announcements and the URL’s for Prezis covering the material for each of the five modules which are available on Moodle prior to the course.</p>

Qualification Objectives:	To understand and apply: <ol style="list-style-type: none"> 1. The principles of design thinking 2. The characteristics of the service experience 3. The link between the design of the experience and the co-creation of values for end-users and stakeholders 4. The processes of innovating and evaluating in the design of digital and physical interactions in the service experience
Literature	All modules are based on academic and practical reference material that will be provided via Moodle.
Course Examination:	Team prototype presentation (70%) and individual written assignment (30%) <i>Further Instructions will be given to you during the class.</i>
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 Plenary and Team Zoom session is mandatory
Group Size:	30 participants (max) <i>Erasmus and exchange students on the master level are invited to register to the class.</i>
Workload:	33 hours of lecturing 90 hours of individual preparation
Type of Teaching:	<p>The course is an example of online experiential learning. 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-creations.</p> <p>The course will consist of:</p> <p>a) Plenary Zoom Sessions treating 5 modules followed by a Zoom session for team presentations of their service experience prototype. Students will log into the Moodle prior to each session to access course materials, announcements and instructions. The professor will provide the Zoom invitation URL's for each of the 5 modules.</p> <p>b) Team Zoom Sessions where each team will conduct their own meetings to advance the design of their service experience prototype. The professor will have access to each team's session.</p>
Language:	All lectures and student presentations will be in English language.
Credits:	5

COURSE ORGANISATION

The online course includes six dates.

Schedule for Service Marketing Innovation

Date	Zoom Sessions	Times	Module
Tuesday 13.04.2021	Plenary Session	2:00PM to 5:00PM	A
Friday 16.04.2021	Team Sessions Plenary Session	10:00AM to 1:00PM 2:00PM to 5:00PM	B
Tuesday 20.04.2021	Teams Sessions Plenary Session	10:00AM to 1:00PM 2:00PM to 5:00PM	C
Friday 23.04.2021	Teams Sessions Plenary Session	10:00AM to 1:00PM 2:00PM to 5:00PM	D
Tuesday 27.04.2021	Teams Sessions Plenary Session	10:00AM to 1:00PM 2:00PM to 5:00PM	E
Monday 03.05.2021	Teams Sessions Plenary Zoom Session	10:00AM to 1:00PM 2:00PM to 5:00PM	Prototype Presentations

Further information will be provided to you on Moodle and in class. However, Note that the **Last Plenary session** is entirely dedicated to the Zoom **Service Experience Prototype presentations to their Advisory Board** and feedback.

MODULES	TITLES
A	DESIGN THINKING TO SERVICE EXPERIENCE DESIGN
B	THE SERVICE EXPERIENCE CONCEPT
C	SERVICE EXPERIENCE DESIGN PROCESSES
D	DESIGNING PHYSICAL AND VIRTUAL SERVICE EXPERIENCES
E	COMMUNICATING THE SERVICE EXPERIENCE
	TEAM PRESENTATIONS OF THEIR SERVICE EXPERIENCE PROTOTYPE

2 RESOURCE MATERIAL

Instructions, Course materials and URL's for Prezis will be made available on Moodle.

3 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. Effectively communicated 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: 17th of May 2021, 12.59 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 Moodle shortly after the day of the presentations. Further details and material regarding these criteria will be discussed and distributed in class.

A total of 8 pages (maximum) with the following page setting: double-spaced, Verdana Font with 12pt, 2.54 cm margins at all page sides in letter format (not DIN A4).