

SERVICE AND TECHNOLOGY MARKETING

COURSE OUTLINE

PROF. DR. STEFANIE PALUCH

TIME Research Area | Service and Technology Marketing (**STM**)

Contact: Stefanie Paluch | paluch@time.rwth-aachen.de

SEPTEMBER 2021

1 COURSE OVERVIEW

Course Name:	Current Topic: Service and Technology Marketing
Degree Programmes:	<ol style="list-style-type: none"> 1. M.Sc. BWL (PO 2013): Allgemeiner Wahlpflichtbereich, Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing, Corporate Development & Strategy, Sustainability & Corporations 2. M.Sc. WiWi (PO 2014): Allgemeiner Wahlpflichtbereich, Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing, Corporate Development & Strategy, Sustainability & Corporations, General Management 3. M.Sc. WiIng (PO 2015): Spezieller Wahlpflichtbereich: Vertiefung in Innovation, Entrepreneurship and Marketing, Corporate Development & Strategy, Sustainability & Corporations, General Business and Economics
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	paluch@time.rwth-aachen.de
Location and Time:	Refer to <i>Course Organization</i>
Content Description:	<p>Overall goal: The course focuses on the challenges of service marketing in a high-tech environment. The attraction, retention, and building of strong customer relationships through quality service and innovative technologies are at the heart of the course content.</p> <p>Fundamentals of Service Marketing</p> <ul style="list-style-type: none"> • Understanding how service companies are impacted through technology innovations <p>Service / Technology Audit:</p> <ul style="list-style-type: none"> • Each individual/group will be responsible for a marketing audit of a service/and or high-tech organization. The audit will be a two-step process. • Step one will consist of a situational analysis and problem area assessment. • Step two will delve further into problem analysis and will conclude with recommendations for improvement and growth.
Qualification Objectives:	<p>After successfully completing this course, the student will have acquired the following learning outcomes:</p> <p>Knowledge / Understanding:</p> <ol style="list-style-type: none"> a) understand the “service and technology element” in marketing; b) have profound knowledge about high-tech services that are characterized by high levels of market, technology and competitor uncertainty;

	<p>c) understand decision frameworks and strategies that reflect best-practices in the area of high-technology service marketing;</p> <p>d) understand the strategy and culture of high-tech service companies.</p> <p>Abilities / Skills:</p> <p>a) study and analyze the role of services and technology provided by organizations through the means of a service/technology audit;</p> <p>b) assess firm strategies related to successful marketing of high-tech products and services;</p> <p>c) learn about relationship marketing and service failure/recovery issues, as well as technology acceptance drivers in different industries.</p> <p>Competencies:</p> <p>a) identify high-technology products and service innovations;</p> <p>b) master the market research tools employed to understand consumer behavior in high-tech markets;</p> <p>c) apply various promotional tools and techniques to build brand equity for high-tech products and services</p>
Course Examination:	<p>Option A: Colloquium (50%, graded) & presentation (50%, graded)</p> <p>Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)</p> <p>Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</p> <p>Option D: Examination (100%, graded, 60min.)</p> <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies.</p>
Participation Requirements:	<ol style="list-style-type: none"> 1. Profound English language skills 2. Module with special didactic requirements according to §8 attendance 3. Compact interactive Seminar
Group Size:	25 – 30 participants (max)
Language:	English
Credits:	5

2 COURSE ORGANISATION

The course consists of online videos and six sessions which will be held **online**.

All sessions will take place in a digital format. To access the meetings please use the following Zoom Link provided in RWTH Moodle.

Before each lecture, screencast videos will be uploaded, so students can prepare for the class.

Each session will consist of different parts and will feature interactive recaps of the video, lectures focusing on the theoretical and practical foundations of services, as well as new technological advancements in service industries. In addition, students will discuss case studies relevant to the topics covered in the lectures. Students are expected to read the case studies in advance and to take an active part in the discussion. Finally, a major part of the course consists of a group assignment (i.e., a service leadership project) that students are required to complete as part of the course. Each group will be supervised by the professor and will present the results of their work in the final session (7) of the course. The preliminary schedule of the course is depicted below:

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
13.10.2021	27.10.2021	03.11.2021	10.11.2021	24.11.2021	01.12.2021	19.01.2022	02.02.2022
11.30-13.00	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00	
Zoom	Zoom	Zoom	Zoom	Zoom	Zoom	EXAMINATION	
						Zoom	
Service and Technology Marketing Kick-off and Service Leadership Project Kick-off	The Customer Gap Recap Case Study I Service Leadership Project	The Listening Gap Recap Case Study II Service Leadership Project	Service Design and Standard Gap Recap Case Study III Service Leadership Project	The Service Performance Gap Recap Case Study IV Service Leadership Project	The Communication Gap Recap Case Study VI Service Leadership Project	Service Leadership Project Presentation	Submission of final Report

The course will be managed via the e-learning platform RWTHMoodle. All videos, lecture slides, case studies, and readings will be deposited there. In addition, we will communicate all important pieces of information (e.g., group allocation, room changes, course and exam preparation) only via RWTHmoodle. All lectures, discussions, and student presentations will be in English language. Please note that the examination form will be in English and that you will be required to answer in English.

3 GRADING

The final grade is composed in the following ways:

Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)

Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)

Option C: Paper (50%, graded) and examination (50%, graded, 60min.)

Option D: Examination (100%, graded, 60min.)

All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies.

4 CASE STUDY DISCUSSIONS

To enable students to transfer the topics gleaned in the lectures to real-life settings, case studies will be discussed in each review session. Students are strongly encouraged to prepare the case studies (either by themselves or in small groups) in advance. Hence: **Be prepared!** You have to study the cases for the discussion in class. It makes no sense at all to show up without having prepared the session's case. Further details on the case discussions and the grading scheme will be provided in the first session.

5 SERVICE LEADERSHIP PROJECT

Students will work in groups to undertake a “service leadership project”. Groups of students select a **company** that operates in Germany or in any other country and has successfully extended their business model with service offerings. You have to substantiate why you have chosen this firm for this study on service orientation. The firm should therefore have a market reputation for being customer focused and service oriented. Please form into groups prior to the start of classes and select a firm so that you will be able to discuss the project details with me during class. Further details about the project will be discussed during the class.

This assignment is aimed toward developing your understanding of the key ‘drivers’ or factors leading (manufacturing) firms incorporate into their business philosophies, strategies and practices – and the specific aspects which contribute to differentiation and competitive advantage. The principle focus for this assignment is customer focus and service and technology orientation. However, you will likely identify other factors that have also contributed to the selected firm’s success. Your assignment must be based around the following criteria. Although you may not necessarily be able to cover all criteria, you are responsible to cover as many of the points as possible – primarily driven by the relevance of the item to your selected firm (for example, not every firm was founded by a single person – hence you would be unable to discuss leadership from an entrepreneurial perspective, etc.).

6 ASSIGNMENT

This assignment is worth 100% of your entire grade for the class. Hence, there is an expectation of due diligence commensurate with the weighting of the assignment. This means that you will need to be clever in the way you find data. Do not depend on the company website for your information. You must use other sources which support the statements made. You might find books, trade journal publications, interviews and meetings with managers, employees and

customers, newspaper articles which use the company as an exemplar for some aspect of their practice.

6.1 Content

- (1) You must thoroughly research your firm and collect a firm general awareness about the company. Your grade will partially depend on the RANGE and QUALITY of your references.
- (2) References must be broad and diverse (this is more possible for some firms than others)
- (3) Do NOT rely solely on the company website (if you cut and paste from the websites, it will be obvious, and you will receive harsh point deductions).
You may, however, rely partially on company Annual Reports for information
Your references should include some of:
 - i. Academic journal articles
 - ii. Trade publications / magazines
 - iii. References in books / textbooks
 - iv. Books about the company
 - v. Press / news releases
 - vi. Interviews and discussions with managers, employees, customers, etc
- (4) Your first section should provide a paragraph or two about the firm, its history, etc. Do not make this a long and detailed historical essay! The history is merely for context and background. Ascertain whether this firm was the creation of a single person / entrepreneur. If so, did the founder significantly influence the firm's current strategies? Explain.
- (5) How has this firm gained its reputation for excellence? (e.g., what are the one or two key factors which might explain their success?).
- (6) Describe how this firm is uniquely different from other firms in the same industry? How have they marketed this differentiation?
- (7) Who are this firms' main competitors? How do YOU THINK these firm fares against its key competition? Why?
- (8) What specific service-oriented practices and strategies has this firm adopted? How does this firm PRACTICE customer orientation?
Provide specific examples of their customer-focused strategies and practices.
List relevant awards and recognition the firm has received in relation to customer satisfaction, service quality, etc.
- (9) How does this firm PRACTICE employee orientation?
Provide specific examples of their employee-focused strategies and practices.
List relevant awards and recognition this firm has received in relation to employment practices, being a preferred employer, etc.
What is this firm's service strategy? How does their strategy tie into their operations?
Give examples...
- (10) What have you learned from this firm? If you were the manager of this firm, what changes might you make to take the firm to the next level of service leadership?

6.2 Formal assignment

1. The research assignment should be approximately 1000 words in length per student with a minimum of 4000 words per group (spacing at 1.5, font size about 12, standard font such as Times New Roman, Arial, etc.). Please refer to the TIME Guidelines.
2. The history and overview of the firm should not exceed 150 words.
3. Your research assignment should be based on published articles, books, trade publications and websites or interviews with managers, employees and customers (you may refer to as many sources as you need).
4. References are required of all materials used in the preparation of the research assignment. References citations and the reference list should follow the Harvard or APA5 styles (author, date). The reference list must be professionally presented.
5. The research assignment should be divided into a minimum of three parts. You may add additional sections – but in the least, the section breakdowns should follow this general format.

Executive summary – a brief explanation of the industry in which the firm operates, the firm's image and market position, brief discussion of the firm's strength in the market.

Main body – discussion of the firm's service orientation by addressing the above items (sub-sections would be appropriate).

Conclusion – discuss your personal views and observations on the firms' service orientation. Discuss how you would manage this firm so that you can improve its service orientation. You may also discuss some examples of firms that have folded / disappeared by not being service oriented; discuss some examples of non-service-oriented companies or service experience from other firms.

7 LITERATURE

There is no required textbook for this course. However, I recommend:

1. Zeithaml, V., Bitner, M.J. and Gremler, D., 2017. Services marketing: Integrating customer focus across the firm. McGraw Hill.
2. Wirtz, J. and Lovelock, C., 2016. Services marketing: people, technology, strategy.

We hope you will enjoy the course and look forward to working with you!