



SERVICE MARKETING AND INNOVATION	
Course code	23142
Credits	8 ECTS
Period	1 (30.08.2021 -15.10.2021)
Teaching methods	Online lectures, individual and team assignments. Please note this edition of the course will follow an online-only model of lecturing (i.e., via Microsoft Teams). Due to the current restrictions, NO on-site lectures will be offered at Hanken.
Level	Undergraduate
Language of instruction	English
Goal	The course focuses on the unique challenges of managing a service business by blending theory and practice on marketing, innovation and design. The central areas covered are service marketing, new service development and service innovation, service design, customer expectations, perceptions and the gaps model, service delivery, service failure and recovery strategies, relationship marketing and integrated service communication and managing service promises.
Learning outcomes	After completing this course students will be able to: <ul style="list-style-type: none"> • Recognize central concepts and theories within service marketing, service management and service innovation; • Apply relevant concepts, frameworks and approaches to real-life service marketing, service management and service innovation problems; • Show communication skills in various formats (e.g., written, multimedia) and for various purposes (e.g. informing, persuading, justifying)
Hours in class	38
Self-study	176
Total student workload	214
Instructors	Robert Ciuchita (PhD), robert.ciuchita@hanken.fi (Examiner) Helena Liewendahl (PhD), helena.liewendahl@hanken.fi
Office hours	Microsoft Teams appointments can be scheduled via email;
Course homepage	Moodle (Please check regularly for updates); Please note that this syllabus is subject to change and any changes will be highlighted on Moodle.

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Examination and grading	Individual assessment (50%) and team-based assessment (50%). Please see Table 2 of this syllabus for details.
Mandatory participation	You must attend the guest lecture, and the two team presentation sessions. You are allowed to miss maximum two of the other lectures. Please note that attendance is recorded automatically via Microsoft Teams.
Final examination	Instructions will be provided on Moodle.
Course literature	Course book: Wilson, A., Zeithaml, V., Bitner, M. J. & Gremler, D.D. (2016). <i>Services marketing: Integrating customer focus across the firm</i> . Third European edition. Berkshire: McGraw-Hill. Other: Academic and practitioner-oriented articles and other online content compiled by the instructors as specified in this syllabus and the course Moodle page.
Remote participation	We will employ Microsoft Teams for remote teaching. Dedicated channels will be open on Microsoft Teams for: <ul style="list-style-type: none">• Participants to leave their reflections and comment on other participant's reflections each week.• Teams to coordinate and have a private working space. For the best Microsoft Teams experience, it is recommended that you download the desktop or mobile application and use headphones. Please make sure you have a device with a functioning camera and microphone and an Internet connection that can support a video meeting on Microsoft Teams. Make sure you test your device and connection before the lecture. Our ground rules for online participation are: <ul style="list-style-type: none">• Remember that although you are attending remotely, you are expected to act as if you are in the classroom.• During the lecture, your camera should always be ON. Remember that your instructors can see you. Be conscious of the image you are projecting and whatever is going on behind you.• During the lecture, your microphone should always be muted. Only turn your microphone on when you are about to speak.



Table 1 – Course Schedule			
Theme	Lecture	Preparation	Coursework and Deadlines
Week 35			
Introduction to Service Marketing & Innovation	(1) Tuesday, 31.08.2021 @ 08:30 – 10:00 on Microsoft Teams with Helena Liewendahl	Read: <ul style="list-style-type: none"> Chapter 1: Introduction to Services Chapter 2: Consumer Behaviour in Services Watch: Course introduction video by Robert Ciuchita on Moodle;	<ul style="list-style-type: none"> If for any reasons you will not follow this course, you must inform the examiner via email by Friday, 03.09.2021 @ 17:00. <p>This is extremely important to establish team composition for the upcoming team assignments.</p>
Week 36			
New Service Development and Service Innovation	(2) Tuesday, 07.09.2021 @ 08:30 – 10:00 on Microsoft Teams with Robert Ciuchita	Read: <ul style="list-style-type: none"> Chapter 8: Service Innovation and Design Gustafsson, A., Snyder, H., & Witell, L. (2020). Service Innovation: A New Conceptualization and Path Forward. Journal of Service Research, Vol. 23(2), 111-115. 	Individual <ul style="list-style-type: none"> <i>An innovation that impacted my life</i> on Padlet by Monday, 06.09.2021 @17:00. <i>Reflection post and comment (1)</i> on another participant's post in weekly Teams channel by Friday, 10.09.2021 @17:00.
Week 37			
Customer Expectations, Perceptions & The Gaps Model	(3) Tuesday, 14.09.2021 @ 08:30 – 10:00 on Microsoft Teams with Helena Liewendahl	Read: <ul style="list-style-type: none"> Chapter 3: Customer Expectations of Service Chapter 4: Customer Perceptions of Service Chapter 5: The Gaps Model of Service Quality Watch: Prof. Emeritus Christian Grönroos online lectures: <ol style="list-style-type: none"> Service as a Business Model - Service Logic and Customer Focus Customer Value and the Value Creation Process Customer Perceived Quality and its Management Implications Analyzing Service Orientation and Customer Focus - The Strategic Management Trap 	Team <ul style="list-style-type: none"> <i>Finnish Innovation Index (FII) Assignment:</i> Each team posts a link to their podcast on their Teams channel by Tuesday, 14.09.2021 @ 23:59. Individual <ul style="list-style-type: none"> <i>Reflection post and comment (2)</i> on another participant's post in weekly Teams channel by Friday, 17.09.2021 @17:00.

Table 1 – Course Schedule (Continued)			
Theme	Lecture	Preparation	Coursework and Deadlines
Week 38			
Service Design (Guest lecture)	(4) Tuesday, 21.09.2021 @ 08:30 – 10:00 on Microsoft Teams with Olli Väinämö, Senior Designer @ Kaufmann / Nordic Healthcare Group	<ul style="list-style-type: none"> • Instructions will be provided on Moodle. 	<p>Team</p> <ul style="list-style-type: none"> • <i>Gap Analysis of a Service Firm</i> Assignment: Each team uploads an <i>Excel</i> file and a <i>PowerPoint</i> presentation of their gap analysis of a service firm on Moodle by Tuesday, 21.09.2021 @ 23:59. • Each team presents their findings (in-class or remotely) on Wednesday, 22.09.2021 (timeslots will be made available on Moodle). <p>Individual</p> <ul style="list-style-type: none"> • <i>Reflection post and comment (3)</i> on another participant's post in weekly Teams channel by Friday, 24.09.2021 @17:00.
Week 39			
Service Delivery	(5) Tuesday, 28.09.2021 @ 08:30 – 10:00 on Microsoft Teams with Helena Liewendahl	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 11: Employees' Roles in Service Delivery • Chapter 12: Customers' Roles in Service Delivery 	<p>Individual</p> <ul style="list-style-type: none"> • <i>The Logic of Service Essay:</i> Each participant uploads their critical essay on Moodle by Tuesday, 28.09.2021 @ 23:59. • <i>Reflection post and comment (4)</i> on another participant's post in weekly Teams channel by Friday, 01.10.2021 @17:00.
Week 40			
Service Failure and Recovery Strategies	(6) Tuesday, 05.10.2021 @ 08:30 – 10:00 on Microsoft Teams with Helena Liewendahl	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 15: Service Recovery 	<p>Individual</p> <ul style="list-style-type: none"> • <i>Critical Incident Report:</i> Each participant uploads their critical incident report on Moodle by Tuesday, 05.10.2021 @ 23:59. • <i>Reflection post and comment (5)</i> on another participant's post in weekly Teams channel by Friday, 08.10.2021 @17:00.

Table 1 – Course Schedule (Continued)			
Theme	Lecture	Preparation	Coursework and Deadlines
Week 41			
Relationship Marketing, Integrated Service Communication and Managing Service Promises	(7) Tuesday, 12.10.2021 @ 08:30 – 10:00 on Microsoft Teams with Helena Liewendahl	Read: <ul style="list-style-type: none"> • Chapter 7: Building Customer Relationships • Chapter 16: Integrated Services Marketing Communications 	Team <ul style="list-style-type: none"> • <i>New Service Development:</i> Each team uploads their blueprint for the new service they have developed on Moodle by Tuesday, 12.10.2021 @ 23:59. • Each team presents their findings in-class or remotely) on Wednesday, 13.10.2021 (timeslots will be made available on Moodle). Individual <ul style="list-style-type: none"> • <i>Reflection post and comment (6)</i> on another participant's post in weekly Teams channel by Friday, 15.10.2021 @17:00.
Week 42			
Final Examination	Not Applicable	Relevant literature: <ul style="list-style-type: none"> • Chapter 1: Introduction to Services • Chapter 2: Consumer Behaviour in Services • Chapter 3: Customer Expectations of Service • Chapter 4: Customer Perceptions of Service • Chapter 5: The Gaps Model of Service Quality • Chapter 7: Building Customer Relationships • Chapter 8: Service Innovation and Design • Chapter 11: Employees' Roles in Service Delivery • Chapter 12: Customers' Roles in Service Delivery • Chapter 15: Service Recovery • Chapter 16: Integrated Services Marketing Communications 	Individual Details will be announced on the Moodle course page.

Table 2 – Assessment and Grading				
Coursework	Weight	Description	Deliverable	Deadline
Individual				
The Logic of Service Essay	10%	<p>Watch the series of (4) online lectures by Prof. Christian Grönroos (see Table 1) and write a critical essay:</p> <ul style="list-style-type: none"> Summarizing the key lessons learnt from Professor Grönroos' lectures. Discussing in what way his perspectives contrast or complement the perspectives presented in the course book (Chapter 1 – Chapter 5). <p>Please see the assignment on the course Moodle page for more details.</p>	<p>Format:</p> <ul style="list-style-type: none"> Max. 3 pages excluding title page, figures and tables, and reference list; 1-inch margins, 12-point Times New Roman font, double spacing; APA referencing style; <p>Delivery:</p> <ul style="list-style-type: none"> Save the essay in PDF as Individual_Essay_YourLastName_YourFirstName (e.g., Individual_Essay_Ciuchita_Robert); Upload on Moodle before the deadline; Late submissions will be capped at 5% (No excuses); 	Tuesday, 28.09.2021, 23:59
Critical Incident Technique (CIT) Report	10%	<p>Report on service failure at the intersection of digital and human interaction using the critical incident technique (CIT). Your assignment is to reflect on a service failure you experienced when using a firm's digital services. The initial failure should be one that you remember as most critical, and eventually forced you to take some kind of action. You are to relate your remembered series of incidents to the firm's service promise and reflect on whether the firm in your experience was able to live up to their promise.</p> <p>Please see the assignment on the course Moodle page for more details.</p>	<p>Format:</p> <ul style="list-style-type: none"> Max. 3 pages excluding title page, figures and tables, and reference list; 1-inch margins, 12-point Times New Roman font, double spacing; APA referencing style; <p>Delivery:</p> <ul style="list-style-type: none"> Save the report in PDF as CIT_Report_YourLastName_YourFirstName (e.g., CIT_Report_Ciuchita_Robert); Upload on Moodle before the deadline; Late submissions will be capped at 5% (No excuses); 	Tuesday, 05.10.2021, 23:59.
Final examination	30%	Multiple Choice examination based on the chapters from the course book as presented in Table 1.	Carefully study the chapters indicated in Table 1.	To be announced on Moodle

Table 2 – Assessment and Grading (Continued)				
Coursework	Weight	Description	Deliverable	Deadline
Individual				
Weekly Reflection Post	PASS	<p>Each participant must write a weekly post reflecting on that week’s content (i.e., lecture as well as online content) in the channel opened on Teams. No reflection post is required for the introductory (first) week.</p> <p>Each post should:</p> <ul style="list-style-type: none"> • Discuss what the participant found most interesting that week (e.g., a concept, a framework, a tool etc.); • Provide a real-life example to illustrate why that particular concept, framework, or tool is relevant for service marketing and innovation. <p>There are no right or wrong answers, just clear or unclear arguments.</p>	6 reflection posts (minimum 200 words each)	End of each work week (Friday @17:00); See Table 1;
Weekly Reflection Comment	PASS	<p>Each participant must comment on another participant’s reflection post in the channel opened on Teams each week. The comment should be addressed to a different participant’s post each week. No comment is required for the introductory (first) week.</p> <p>The comment should discuss to what extent one agrees or disagrees with the real-life example in the reflection post and why.</p>	6 reflection comments (minimum 50 words each)	End of each work week (Friday @17:00); See Table 1;
Weekly attendance	PASS	Each participant must attend the guest lecture and the two team presentation sessions. You can miss maximum two of the other lectures.	Not applicable	See Table 1 for course schedule;

Table 2 – Assessment and Grading (Continued)				
Coursework	Weight	Description	Deliverable	Deadline
Team-based				
Finnish Innovation Index (FII) Assignment	20%	<p>Watch the recording of the introduction of the Finnish Innovation Index (FII) and record a podcast-style discussion that:</p> <p>The specific requirements will be provided on Moodle once team composition has been finalized.</p>	<p>Format</p> <ul style="list-style-type: none"> • Link to max 15-minute Microsoft Teams recording of a podcast-style discussion; <p>Delivery</p> <ul style="list-style-type: none"> • Working link to be posted on Teams channel before the deadline; • Late or multiple submissions will be capped at 8% (No excuses); 	Tuesday, 14.09.2021 @ 23:59.
Gaps Model Audit of a Service Provider	10%	<p>You are all customers of Hanken School of Economics, and your task is to audit this service provider using the gaps model of service quality and present your findings.</p> <p>The specific requirements will be provided on Moodle once team composition has been finalized.</p>	<p>Format</p> <ul style="list-style-type: none"> • Excel file containing average score of Service Quality Gaps Model Audit for your team (Template will be provided); (3%) • PowerPoint presentation (7%); <p>Delivery</p> <ul style="list-style-type: none"> • Upload Excel with Service Quality Gaps Model Audit on Moodle before the deadline; Name the file: Gaps_Assignment_TeamYourTeamNumber_Audit (e.g., Gaps_Assignment_Team1_Audit); • Upload PowerPoint presentation; Name the file: Gaps_Assignment_TeamYourTeamNumber_Presentation (e.g., Gaps_Assignment_Team1_Presentation); • Only one person per team should upload each file; • Late or multiple submissions will be capped at 5% (No excuses); 	Tuesday, 21.09.2021 @ 23:59.

Table 2 – Assessment and Grading (Continued)				
Coursework	Weight	Description	Deliverable	Deadline
New Service Development (NSD) Assignment	20%	<p>Based on one or more of the gaps identified with the Gaps Model Audit assignment, your task is to develop a new service for Hanken School of Economics. In doing so, you will leverage two service design tools: the value proposition canvas and the service blueprint.</p> <p>Both tools will be introduced through literature and online lectures on Moodle. Write a report and prepare a presentation based on your findings.</p> <p>The specific requirements will be provided on Moodle once team composition has been finalized.</p>	<p>Format</p> <ul style="list-style-type: none"> • Max. 7 pages report excluding title page, figures and tables, and reference list; 1-inch margins, 12-point Times New Roman font, double spacing; APA referencing style; (10%) • Value proposition canvas (Template will be provided) (5%); • Service blueprint (Template will be provided) (5%); • PowerPoint presentation (5%); <p>Delivery</p> <ul style="list-style-type: none"> • Save the report in PDF as NSD_Assignment_TeamYourTeamNumber_Report (e.g., NSD_Assignment_Team1_Report); Upload on Moodle before the deadline; • Upload value proposition canvas on Moodle before the deadline; Name the file: NSD_Assignment_TeamYourTeamNumber_Canvas (e.g., NSD_Assignment_Team1_Canvas); • Upload service blueprint on Moodle before the deadline; Name the file: NSD_Assignment_TeamYourTeamNumber_Blueprint (e.g., NSD_Assignment_Team1_Blueprint); • Only one person per team should upload each file; • Late or multiple submissions will be capped at 15% (No excuses); 	Tuesday, 12.10.2021 @ 23:59.
TOTAL	100%			