**Syllabus of Service Industry Marketing**

**服务业营销教学大纲**

**Course Code（课程代码）:** Ib362

**Course Name（课程名称）:** Insurance /保险学

**Semester（开课学期）:** 5

**Credits（学分）**/**Academic Hours（学时）:** 3/48

**Course Type（课程类别）:** Optional Course（专业选修课）

**Prerequisite(s)（先修课程）:** Basic knowledge of Management and Marketing

**Offered by（开课单位）:** School of Economics and Management （经济与管理学院）

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**1. Course Overview (including course description, objectives, outcomes, content)【课程简介（包含课程性质、目的、任务和内容）】**

Contemporary market economies are dominated by services. This course helps students appreciate the distinct characteristics of services and the implications these have for developing and implementing marketing strategies in a wide range of service industries. Current issues in technology and ethics are also examined in relation to service organizations.

**2. Methods of Instruction（教学方法）**

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students’ learning outcomes.

**3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements（课内外教学环节教学安排及基本要求）**

Teaching and Learning components and academic hour allocation are shown in Table 3-1

**Table 3-1 Teaching and Learning Components and Academic Hour Allocation**

| No. | Course Content | In-class Academic Teaching Hours | Extracurricular Hours |
| --- | --- | --- | --- |
| 1 | Introduction to Service Industrial market | 3 | 3 |
| 2 | Conceptual Framework for the Book: The Gaps Model of Service Quality | 3 | 3 |
| 3 | Consumer Behavior in Services | 3 | 3 |
| 4 | Customer Expectations and Perceptions in Services | 3 | 3 |
| 5 | Listening to Customers through Research | 3 | 3 |
| 6 | Building Customer Relationships | 3 | 3 |
| 7 | Service Recovery | 3 | 3 |
| 8 | Service Development and Design | 3 | 3 |
| 9 | Customer-Defined Service Standards | 3 | 3 |
| 10 | Physical Evidence and the Service scape | 3 | 3 |
| 11 | Employees’ Roles in Service Delivery | 3 | 3 |
| 12 | Customers’ Roles in Service Delivery | 3 | 3 |
| 13 | Delivering Service through Intermediaries and Electronic Channels | 3 | 3 |
| 14 | Managing Demand and Capacity | 3 | 3 |
| 15 | Integrated Services Marketing Communications | 3 | 3 |
| 16 | Pricing of Services | 3 | 3 |
| Total |  | 48 | 48 |

**4. Extracurricular Learning Requirements（课外学习要求）**

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding Service Marketing and/or its applications, one current and real-world service marketing issue and so on. The purpose of this paper is to improve the ability of academic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of the paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

**5. Grading Policy（考核内容及方式）**

**Grading System:** Hundred-mark system (√); Five-grade system ( ); Two-grade system ( )

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

**Evaluation Type:** Exam based (√); Non-Exam based ( )

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

* 60% assessment in in-semester evaluation which includes class attendance (10%), homework assignments (10%), Research Paper (20%), Quizzes (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

* 60% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments.

**Academic Honesty Standards**

It is the student’s responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

**6. Continuous Improvement（持续改进）**

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

**7. Textbook(s) and References（教材及参考资料）**

**Suggested Textbook(s):**

Valarie A. Zeithaml，Mary Jo Bitner，Dwayne D. Gremler, Services Marketing, McGraw-Hill Higher Education, ISBN：9780071263931