

Course Title	Lecturer	Semester	Course Level	Credits
Service Marketing	Kazuko IWANARI	First	3-4	2

### Course Objective:

Service improves the value of a business, because it enhances the connection between the company and its customers. The purpose/topic of this course is to understand the nature of this kind of service and its significance from a marketer's perspective.

### Course Outline:

Generally speaking, the goods around us can be divided into material goods and service goods. In today's more service-oriented economy, it is becoming difficult to effectively link the production/consumption of goods with their consumption without correctly evaluating what kind of added services are needed, even for material goods. Much research is now being conducted in this area. However, marketing theories related to service goods continue to discuss them primarily as an extension of material goods. Today's businesses provide a diverse range of service goods; unfortunately, in Japan especially, the theorization of service marketing research is increasingly out of touch with the current reality, in which the shift to a service economy is occurring at an ever-faster pace.

This course will introduce a number of leading-edge studies and theories related to service marketing theories and refer to relevant examples. It will focus in particular on the interactive aspect of service experiences. Through a broader understanding of this viewpoint, it will be possible for students to better understand service that reinforces manufacturer's marketing activities from the perspective of service marketing. In addition, a characteristic of today's information society is that it increases the feasibility of interaction between senders and receivers, resulting in dynamic changes in the way goods are being offered. The course will also draw on this perspective to develop service marketing theories applicable to the near future.

### Course Schedule:

- 1-3. Approaches to service marketing
- 4-8. Service marketing strategy theories
- 9-10. Service management theories
- 11-12. Informatization, globalization and the future of service marketing

### Grading Method:

The evaluation will be based on the results of the following two items:

1. Report on new service business plan (submitted around the 7th class): 40%
2. Final exam (primarily essay-style questions related to basic theories): 60%

### Textbooks:

No specific textbook will be assigned. In-class materials will primarily focus on PowerPoint presentations used during class.

### References:

1. Fisk, Grove, and John, *Interactive Services Marketing* (trans. as *Sabisu Maketingu Nyumon*) (Hosei University Press, ¥3,000)
2. Takao Kondo, *Sabisu Maketingu (Services Marketing)* (Japan Productivity Center, ¥2,200)
3. Lovelock and Wright, *Principles of Service Marketing and Management* (trans. as *Sabisu Maketingu no Genri*) (Hakuto Shobo, ¥3,900)

### Other:

1. In order to make the class highly interactive, the following two methods will be used:

(1) PowerPoint presentations on class content will be provided ahead of time at the following URL: <http://homepage2.nifty.com/Service-Marketing/>. During class, rather than devoting their efforts solely to note-taking, students should ask questions and give opinions.

(2) Part of the report submitted halfway through the semester will be presented in class. The class will serve as a place for discussion, and sharing ideas with their classmates will enhance students' interest in service marketing.

2. In order for the above items to be effective, it is strongly desired that students attend every class.