

# ELMS M401

## Managing The Servicescape

### Introduction To The World Of Services

#### Administrative information

**Instructor(s):** Decrop, Alain Baudouin Meunier, Thierry Meeus

**Quadrimester:** 1<sup>st</sup>

**Number of credits and teaching hours:** 5 credits / 30 hours

**Language:** English

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#### Learning outcomes

This course introduces to the world of services from the standpoint of managing them based on customer insights. This course thus deals with concepts, methods, and applications of marketing and management to services. It enables students to develop a conceptual understanding of service sand to translate it into operational analysis and decisions.

Regarding students' competences, the course mainly develops knowledge and reasoning, scientific and systematic approaches and a better understanding of the real business world, via the concrete examples done throughout the whole lecture.

#### Content

The lecture starts with the traditional difference made between goods and services and considers its strategic and managerial implications, in particular with respect to marketing and the integration of the customer experience.

The next parts of the lecture are : the strategic choices and the strategic plan ; the seven P's of the marketing mix as applied to services ; the quality and loyalty concepts ; the process

management and the continuous improvement ; and, last but not least, the theme of « managing for excellence », as a conclusion.

A great variety of services are used as cases, especially those where the professors have some personal experience (amusement park, telecoms, postal services, hospitals, universities, non-profit services...)

## **Teaching methods**

A faculty member and a practitioner share the responsibility of this course. As a consequence, both theoretical lectures and business cases intertwine. Moreover, invited practitioners from different service industries (e.g., healthcare, tourism and hospitality, telecommunications) will present real-life cases related to their companies in order to introduce and discuss issues related to services marketing (e.g., launching a new service, CRM, quality and productivity management and improvement, service lean management).

A balance is sought between ex-cathedra training, which aims at the systematic acquisition of paradigms, concepts and theories, on the one hand, and, interactions between students and the instructor, on the other hand, in order to enhance understanding through confrontation with everyday life cases and students' personal experiences, as well as critical thinking. Videos, case studies and readings related to specific applications of the business world and scientific research will be used to document each part of the course. Finally, the course includes a few company visits.

## **Course Material**

The slides are available before the course on the web platform.

## **Evaluations**

The evaluation of the students will be made by an exam that will cover three aspects:

- The mastering and the understanding of concepts and tools.
- The capacity to analyze and solve a case discussed during the lecture.
- The ability to develop recommendations based on these cases.

## **Recommended readings**

The reference textbooks are:

- C. Lovelock and J. Wirtz (2014), *Services Marketing: People, Technology, Strategy*, Prentice Hall, 7<sup>th</sup> edition.
- V. Zeithaml, M.-J. Bitner, and D. Gremler (2012), *Services Marketing, Business and Economics*, 6th edition.