

Service Marketing and Management Module

Institute of Service Science

1. Description:

The courses in this module are open to all registered students. Taking three classes from this module will earn you a certificate in Service Marketing and Management from the Institute of Service Science.

A. The Essence for Service Science:

- Offer important fundamentals for understanding the characteristics of service
- Cover essential knowledge and skills of marketing service-based products and managing service-oriented organizations

B. Key concepts and capabilities delivered

- Understanding the nature of service and its marketing and management fundamentals
- Exploring and analyzing marketing data and information
- Integrating the concept of both technology and people management for service delivery

C. Learning goals

- Be able to choose appropriate method and tool to explore data for marketing use
- Acquire knowledge and gain experience in marketing strategy and communication planning
- Analyze service business issues from various management functions and perspectives

D. Potentials for academic and industry careers

- Courses in this module will prepare the students for pursuing careers as marketers or customer service specialists in the organization.
- Ex 1 - Service marketing + Service Innovation: Taking the two modules together will prepare the students to become a project manager specializing in customer research, new service development, and innovation management (including marketing)
- Ex 2 - Service marketing + Business analytics: Taking the two modules will prepare the students to become a specialist in consumer research (both qualitative and quantitative) and marketing, particularly in organizations aiming to achieve service value and customer experience.

2. Preparation (guidelines for students who intend to take this module)

We encourage students to have basic knowledge in management, marketing or information technology. You may take courses such as MIS, principles of marketing or organization behavior to gain basic knowledge.

3. Constituent Courses

Course	Learning Objectives	Course Outline
*行銷策略 Marketing Strategies <i>Prof. Yi-Chun Ou</i> <i>(Offered in English)</i>	- Have an overall understanding in marketing strategies, covering customer management and multi-channels. - Be able to apply learned strategies to case studies.	- Customer management ● B2C ● B2B ● Consumer well-being - Multi-channels ● Effective combinations of different channels ● Consumer behaviors in different channels
*跨文化行銷溝通 Cross cultural Marketing Communication <i>Prof. Chenya Wang</i> <i>(Offered in English)</i>	- Gain insights into similarities & differences in the global marketplace - Gain exposure and perspective to the challenge of marketing across culture - Design marketing communication strategies for customers from specific cultures	- Multiplicity of cultures - knowledge paradigms in cross-cultural consumer behavior - Cross cultural consumer research - Culture and marketing communication - Key marketing issues in a multi-cultural context
*量化行銷研究方法 Quantitative Research Methods in Marketing <i>Prof. Yi-Chun Ou</i> <i>(Offered in English)</i>	- To identify brands' marketing challenges or opportunities. - To build models for marketing decisions relevant to the challenges or opportunities. - To develop analytical skills relevant to the models. - To provide proper managerial implications based on research findings.	- Conceptual models in marketing and hypothesis development - Extensive statistical tests in items' reliability and validity - Moderation analysis - Mediation analysis
前線服務人員管理 Management of Frontline Service Employees <i>Prof. Chenya Wang</i>	- Learn the current theory and research regarding challenges of managing frontline service employees - Develop greater insights, perspective, and innovative questions related to the management of frontline service employees	- Dyadic service encounters - Service provider attributes - Multi-level approach to the management of frontline employees - Contemporary HRM issues in the service industry
*消費者行為 Consumer Behavior <i>Prof. Chenya Wang</i> <i>(offered in English and once in every two years)</i>	- Understand the linkage between consumer behavior and marketing. - Learn basic psychological processes and external factors that shape the consumer journey - Gain skills of conducting consumer research using multiple methods.	- Consumer behavior and marketing - Consumer decision process - Psychological factors underlying consumer behavior - External influential factors of consumer behavior - Consumer research
*服務行銷與管理 Service Marketing and Management	- Understand the characteristics of service and how they affect the consumption decision and experience	- Understand service markets, products and customers - Applying the 4Ps of marketing to services - Managing the customer interface

<i>Prof. Chenya Wang</i> <i>(offered in English and once in every two years)</i>	- Learn to develop service concept, its value proposition, and marketing mix needed for successful business model - Learn to manage customer encounter with the firm - Learn achieve profitability by creating customer relationship and loyalty, and balancing quality with productivity	- Implementing profitable service strategies
*組織行為 Organizational Behavior <i>Prof. Yi-Te Chiu</i>		

(see next page for marketing & management courses related to **Information Systems** and **Analytics**)

Course	Learning Objectives	Course Outline
*管理資訊系統 Management of Information Systems (MIS) <i>Prof. Peifang Hsu</i> <i>(Offered in English)</i>	- Strategic use and impact of IS from business and technical perspectives - Examine how enterprise information systems create value - How firms manage IS and capture value	- IT and organization, and business value - ERP: Enterprise resources planning system - SCM: Supply chain management system - CRM: Customer Relationship Management system - Cloud computing and wireless technology - Data mining and big data
*數位創新與電子商務 Digital Innovation and E-Commerce <i>Prof. JC Wang</i> <i>(Offered in English)</i>	- Understand the linkage between traditional businesses and the new Information Economy. - Learn to conduct online business - Learn the competition of online businesses - Learn to conduct online marketing	- Information Economy - Online Advertising / Keyword Advertising - Google Search Business Model - Viral Marketing - Crowdsourcing / Crowdfunding - Business Model Analysis
社會網路分析與管理 Social Network Analysis and Management <i>Prof. JC Wang</i>	- Applying social network analysis concepts and tools - Analyzing network data from various sources - Understanding network structure interpretation - Analyzing social media data for projects	-Network concepts, measuring key network variables -Exploring network Structures -Design Network Experiments -Social Network Theories - Social Media and online interactions <i>Tools: UCInet, Pajek, NodeXL</i>
*資訊服務理論與實務 IT Service: Theory and Practice <i>Prof. Peifang Hsu</i> <i>(Offered in English)</i>	- IT-enabled service standardization - Servitization in IT industry - Latest IT service business models - Develop new freemium models	- IT service management - IT enabled service standardization - ITIL: Information Technology Infrastructure Library (most popular industry framework for IT services) - Freemium strategy: theories and data methods
*實驗與因果推論 Experiments and		

Causal Inference		
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