

SYLLABUS

MK433E_0101_26

Services Marketing in a Digital Age

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Dr. Clara KOETZ
INSTRUCTOR(S) :	Dr. Clara KOETZ Dr. Ozlem DOULL
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

A course equivalent to Marketing Fundamentals.

MODULE DESCRIPTION :

Services represent the largest and most dynamic sector in advanced economies. This module focuses on the specifics of service marketing, emphasizing the impact of digital technologies and AI on improving service processes. Students will develop critical skills to understand and apply service marketing theories and concepts to create innovative service strategies, using digital technologies and AI, to improve service quality and customer experience in service businesses. They will also develop communication skills to enhance marketing activities in service contexts.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Demonstrate advanced technological literacy to Connect physical and digital spaces #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

By the end of this module, students will be able to:

1. Critically analyze service marketing theories and concepts to address challenges and design effective strategies for service businesses.
2. Use digital technologies and AI to integrate physical and digital environments and develop innovative solutions for service businesses.
3. Demonstrate effective oral communication skills to enhance marketing activities within diverse service contexts.

TOPICS COVERED :

1. Introduction to Services Marketing: Differences between goods and services, the service marketing mix. The role of technology in service marketing 2. Customer experience in the Digital Age: Understanding consumers in Services, Customers' expectations of services. Customer Experience. Using digital technologies and AI to enhance customer experience. 3. Customer perceptions of services. Service Quality. Service encounter. Customer Satisfaction. Service recovery. 4. Digital and AI Transformation in Services. The concept of digital and AI transformation. Discussion of the role of digital and AI technologies: Internet of Things, Social Media, Mobile Apps, Artificial Intelligence, Augmented Reality and Virtual Reality, Metaverse. Corporate Digital Responsibility and Digital Transformation: A Customer Perspective. 4.

Service Quality and the Gaps Model: Ensuring high service quality. 5. Service innovation and design: The Service Blueprinting. The physical and virtual servicescape. 6. The Service Performance Gap: Employees' and customers' roles in services. The Communication Gap: Integrated service marketing communications in services. 7. Customer Personalization in the Age of AI. Analyzing the use of AI to implement a personalization strategy in different service businesses: travel, financial services, retail, fashion and beauty, health care, and music.

RESEARCH-LED TEACHING :

The module addresses the analysis of concepts related to the following articles:

Bagozzi, R. P., Brady, M. K., & Huang, M. H. (2022). AI service and emotion. *Journal of Service Research*, 25(4), 499-504.

Choi, S., A. S. Mattila, and L. E. Bolton (2021). "To err is human (-oid): how do consumers react to robot service failure and recovery?" *Journal of Service Research*, 24(3), 354-371.

Gahler, M., J. F. Klein, and M. Paul (2023). "Customer experience: Conceptualization, measurement, and application in omnichannel environments." *Journal of Service Research*, 26(2), 191-211.

Gelbrich, K., Roschk, H., Miederer, S., & Kerath, A. (2025). Automated Versus Human Agents: A Meta-Analysis of Customer Responses to Robots, Chatbots, and Algorithms and Their Contingencies. *Journal of Marketing*.

Huang, Ming-Hui, and Rust, Roland T. (2021). "Engaged to a Robot? The Role of AI in Service." *Journal of Service Research*, 24 (1), 30-41.

Huang, Ming-Hui, and Rust, Roland T. (2023). "The Caring Machine: Feeling AI for Customer Care." *Journal of Marketing*,1-23.

Larivière, B., K. Verleye, A. De Keyser, K. Koerten, and A. L. Schmidt (2024). "The Service Robot Customer Experience (SR-CX): A Matter of AI Intelligences and Customer Service Goals." *Journal of Service Research*, 28(1), 35-56.

Lemon, Katherine N., and Lemon, Katherine N., and Peter C. Verhoef. (2016) Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing* 80, no. 6 (November), 69–96.

Mahr, D., Odekerken-Schroeder, G., & van Doorn, J. (2025). Evolution of service robots in marketing: A relational framework and future research agenda. *Journal of Business Research*, 192, 115204.

Paul, J., Ueno, A., Dennis, C., Alamanos, E., Curtis, L., Foroudi, P., ... & Wirtz, J. (2024). Digital transformation: A multidisciplinary perspective and future research agenda. *International Journal of Consumer Studies*, 48(2), e13015.

Digital transformation: A multidisciplinary perspective and future research agenda.

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2021). "Consumers and Artificial Intelligence: An Experiential Perspective." *Journal of Marketing*, 85 (1), 131-51.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, 36, 1-10

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

The module addresses Corporate Digital Responsibility and Digital Transformation (session 4).

CSR NB HOURS :

1

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 12 - Responsible consumption and production

TEACHING METHODS :

Mixed method: lectures, case studies, open discussions, presentations, group work activities, and individual activities.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final Written assessment at	Individual	Multimedia production	60%	3 Heures	1, 2 and 3
Continuous	Group	Oral Final exam	40%	30 Minutes	1 and 3

Assessment 1 details:

Assessment 1: Integrate digital / AI technologies to create innovative marketing activities to streamline service delivery and create positive customer experiences in services.

This activity focuses on how service companies can integrate digital / AI technologies to create innovative marketing activities to streamline service delivery and enhance customer experience. Students must prepare a 10-minute video (with their smartphones) to analyze the role of digital / AI technologies in marketing activities in a specific service sector (e.g., hospitality). Using the example of a company (existing or fictitious), they must use digital / AI technologies that positively impact the different dimensions of customer experience. The analysis must be based on service marketing concepts and theories.

The video must be submitted on Moodle (Individual Activity) in a commonly used format, such as MP4. The video's size limit is 512 MB. Deadline TBA.

Assessment 2 details:

Team Project – Service Blueprint as a Basis for Innovation and Brand Analysis

Working in small teams, students will choose a real service company that has been using digital technologies to create innovative activities. They will develop a service blueprint for the service, analyzing the blueprint and service brand using service marketing concepts. Insights revealed by the blueprint, as well as recommendations for service improvement and brand strategy based on service theories and concepts, must be included as part of the assignment. The presentation should include preparation and oral communication and be designed to stimulate audience participation (through questions, activities, and discussions). The presentation must last 25 minutes maximum (including discussion). All students in the group must participate in the presentation. The presentations will be in the final session (session 8).

ACADEMIC INTEGRITY :**BIBLIOGRAPHY :**

Zeithaml, V. A., Bitner, M. J., Gremler, D. D., Mende, M. (2023). Services marketing: Integrating customer focus across the firm (8th ed). McGraw-Hill.

Additional Reading

Books:

Abraham, M., & Edelman, D. C. (2024). Personalized: Customer strategy in the age of AI. Harvard Business Press.

Articles:

Bagozzi, R. P., Brady, M. K., & Huang, M. H. (2022). AI service and emotion. Journal of Service Research, 25(4), 499-504.

Chaturvedi, R., & Verma, S. (2022). Artificial intelligence-driven customer experience: Overcoming the challenges. California Management Review Insights.

Chi, O. H., C. G. Chi, and D. Gursoy (2024). "Seeing Personhood in Machines: Conceptualizing Anthropomorphism of Social Robots." Journal of Service Research, 28(1), 78-92.

Choi, S., A. S. Mattila, and L. E. Bolton (2021). "To err is human (-oid): how do consumers react to robot service failure and recovery?" Journal of Service Research, 24(3), 354-371.

Edelman, D. C., & Abraham, M. (2022). Customer Experience in the Age of AI. Harvard Business Review, 100(3-4), 116-125.

Freitas, J. (2025) Don't Let an AI Failure Harm Your Brand, Harvard Business Review, July, August, p.126-133.

Gahler, M., J. F. Klein, and M. Paul (2023). "Customer experience: Conceptualization, measurement, and application in

omnichannel environments." *Journal of Service Research*, 26(2), 191-211.

Gelbrich, K., Roschk, H., Miederer, S., & Kerath, A. (2025). Automated Versus Human Agents: A Meta-Analysis of Customer Responses to Robots, Chatbots, and Algorithms and Their Contingencies. *Journal of Marketing*.

Huang, Ming-Hui, and Rust, Roland T. (2021). "Engaged to a Robot? The Role of AI in Service." *Journal of Service Research*, 24 (1), 30-41.

Huang, Ming-Hui, and Rust, Roland T. (2023). "The Caring Machine: Feeling AI for Customer Care." *Journal of Marketing*, 1-23.

Larivière, B., K. Verleye, A. De Keyser, K. Koerten, and A. L. Schmidt (2024). "The Service Robot Customer Experience (SR-CX): A Matter of AI Intelligences and Customer Service Goals." *Journal of Service Research*, 28(1), 35-56.

Lemon, Katherine N., and Lemon, Katherine N., and Peter C. Verhoef. (2016) Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing* 80, no. 6 (November), 69–96.

Mahr, D., Odekerken-Schroeder, G., & van Doorn, J. (2025). Evolution of service robots in marketing: A relational framework and future research agenda. *Journal of Business Research*, 192, 115204.

Neely, T., & Leonardi, P. (2022). Developing a Digital Mindset How to lead your organization into the age of data, algorithms, and AI. *Harvard Business Review* https://www.hbs.edu/ris/Publication%20Files/Developing%20a%20Digital%20Mindset_81f3f69d-e28d-483e-8d1e-ce0ee159c0bb.pdf.

Paul, J., Ueno, A., Dennis, C., Alamanos, E., Curtis, L., Foroudi, P., ... & Wirtz, J. (2024). Digital transformation: A multidisciplinary perspective and future research agenda. *International Journal of Consumer Studies*, 48(2), e13015. Digital transformation: A multidisciplinary perspective and future research agenda.

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2021). "Consumers and Artificial Intelligence: An Experiential Perspective." *Journal of Marketing*, 85 (1), 131-51.

Seymour, M., D. Lovallo, K. Riemer, A. R. Dennis, and L. Yuan (2023). "AI with a human face: The case for and against digital employees." *Harvard Business Review*, 101(3-4), 49-54.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, 36, 1-10

Wirtz, J., & Stock-Homburg, R. (2025). Generative AI meets service robots: The promise of LLMs, LBMs, and agentic AI in physical service encounters. *Journal of Service Research*, Forthcoming.

MODULE PLAN SESSIONS :

Plan Session 01 :

Introduction to Services Marketing.

Differences between goods and services. The service marketing mix. The role of technology in service marketing (Role of Technology in Service Marketing). The Gaps Model of Service Quality.

Plan Session 02 :

Customer expectations and experiences in the Digital Age.

Understanding consumers in Services: Customers' expectations of services. Customer Experience. Using digital technologies and AI to enhance customer experience.

Articles:

Edelman, D. C., & Abraham, M. (2022). Customer Experience in the Age of AI. *Harvard Business Review*, 100(3-4), 116-125.

Chaturvedi, R., & Verma, S. (2022). Artificial intelligence-driven customer experience: Overcoming the challenges. *California Management Review Insights*.

Quick Case Study: Nike's Use of Artificial Intelligence to Enhance Customer Experience in Physical Retail Stores.

Plan Session 03 :

Customer perceptions of services. Service Quality. Service encounter. Customer Satisfaction. Service recovery.

Quick Case Study: Robots in the Service Encounter in Luxury Hotels.

Articles:

Wirtz, J., & Stock-Homburg, R. (2025). Generative AI meets service robots: The promise of LLMs, LBMs, and agentic AI in physical service encounters. *Journal of Service Research*, Forthcoming.

Freitas, J. (2025) Don't Let an AI Failure Harm Your Brand, *Harvard Business Review*

Plan Session 04 :

Digital and AI Transformation in Services. The concept of digital and AI transformation. Discussion of the role of digital and AI technologies: Internet of Things, Social Media, Mobile Apps, Artificial Intelligence, Augmented Reality and Virtual Reality, Metaverse. Corporate Digital Responsibility and Digital Transformation: A Customer Perspective.

Quick Case Study: AI-Powered Fashion: How Tech is Reshaping the Future of Zara

Articles:

Neely, T., & Leonardi, P. (2022). Developing a Digital Mindset: How to lead your organization into the age of data, algorithms, and AI. *Harvard Business Review*.

Paul, J., Ueno, A., Dennis, C., Alamanos, E., Curtis, L., Foroudi, P., ... & Wirtz, J. (2024). Digital transformation: A multidisciplinary perspective and future research agenda. *International Journal of Consumer Studies*, 48(2), e13015. Digital transformation: A multidisciplinary perspective and future research agenda.

Plan Session 05 :

Service innovation and design: The Service Blueprinting. The physical and virtual servicescape.

Quick Case Study: Starbucks and the Strategic Role of Servicescape and Virtual Servicescape.

Plan Session 06 :

The Service Performance Gap: Employees' and customers' roles in services.

The Communication Gap: Integrated service marketing communications in services.

Case: Sephora's Beauty Insider Community & Omnichannel Strategy.

Plan Session 07 :

Customer Personalization in the Age of AI.

Analyzing the use of AI to implement a personalization strategy in different service businesses: travel, financial services, retail, fashion and beauty, health care, and music.

Based on Abraham, M., & Edelman, D. C. (2024). *Personalized: Customer strategy in the age of AI*. Harvard Business Press.

Plan Session 08 :

Group presentations.

