

International Summer University

Module: Sustainable Services Marketing Around the World: A View into Different Sectors

Level: Undergraduate/Graduate

Module title	Sustainable Services Marketing Around the World: A View into Different Sectors
Learning contents	The module is organized into sector units covering restaurants and food service, hotels, retail, rail, and airlines. Each unit examines the customer experience in that sector and discusses related health and sustainability questions, using examples from Europe and other parts of the world. Air travel serves as a recurring example across the units, from in-flight catering and airport retail to the choice between rail and air, and the airline industry is examined critically as a case of its own. At the end of the course, students should be able to: • Explain how services differ from physical goods and apply core services marketing concepts, including the gaps model of service quality, customer journey mapping, and the servicescape, across different service sectors; • Analyze the customer experience in restaurants and food service, hotels, retail, rail, and airlines, and identify what drives service quality and customer satisfaction in each sector; • Map customer journeys that cross sectors, for example a trip that combines rail, air, hotel, and restaurant services, and identify points where the service fails or can be improved; • Discuss how health and sustainability questions affect customer expectations and service design in different sectors; • Critically examine whether commercial aviation can be considered sustainable, and compare how air and rail travel are marketed on routes where travelers can choose between them; • Assess the credibility of environmental and health claims in the marketing of service firms; • Examine the role of frontline employees in service delivery and service recovery; • Compare how service expectations differ across countries and cultures, and what these differences mean for service firms operating internationally; • Apply segmentation, targeting, and positioning in service markets, including segments that differ in their willingness to pay for premium, health-conscious, or sustainable options; and, • Develop and present a customer journey map and service improvement plan for a service firm. Additionally, students will: • Develop written and oral communication skills; • Develop intercultural competence; • Practice critical thinking; and, • Identify and evaluate appropriate research sources for the analysis of firms, industries, and regulatory environments.

Teaching methods (mentioning case studies if applied)	• In-class lectures and discussions • Case studies (among others: employee empowerment and service recovery at Ritz-Carlton, in-flight service at Singapore Airlines, Too Good To Go's marketplace for surplus restaurant and retail food, Deutsche Bahn's customer communication during delays, France's restriction of domestic flights on routes with a short rail alternative, and the Amsterdam court ruling on KLM's sustainability advertising) • Small group experiential exercises, including observation of service encounters • Team project with final presentation • Company and site visits in the sectors covered
Requirements / prerequisites	This course is intended for undergraduate or graduate students who have had some previous exposure to the fundamentals of at least one of the following content areas: marketing, management, and economics. No prior knowledge of a specific service sector is required.
Recommended literature	Zeithaml, V. A., Bitner, M. J., and Gremler, D. D. (2024). Services Marketing: Integrating Customer Focus Across the Firm (8th ed.). New York: McGraw Hill. Selected chapters are recommended, but the textbook is not required for purchase. All further readings, including current industry reports and articles, will be provided in class.
Examination 1) Type of examination 2) Exam aids	1) Final exam with multiple-choice and short-answer questions (30%); team project with customer journey map and final presentation (25%); service encounter diary with three one-page entries on services students use during their stay (15%); short quizzes (15%); active participation in class and on company visits (15%) 2) Notes, course materials
Max. Participants	25
Language of lecture	English
Promoter of the module	Prof. Dr. Nicolas Jankuhn
Module instructor/ Home university	Prof. Dr. Nicolas Jankuhn University of Southern Indiana (USI)
Hours all in all a) Time spent in classroom b) Time spent outside classroom	Hours all in all: 150 hours a) 60 hours b) 90 hours: Time for preparation: 45 hours, Time for literature studies: 45 hours
ECTS-Credits	5