A!

MARK- E0010
Technology-driven Service Strategy: Kick off
10.01.2023

Spring 2023
09.01.2023– 26.02.2023

Henriikka Seittu (Teacher-in-charge), PhD Candidate, M.Sc.
Course design: Henriikka Seittu & Prof. Dr. Tomas Falk
Department of Marketing

Agenda PART 1

- **Introduction of the course teacher**

- **Course structure & Learning goals**

- **Course assignment & evaluation**

- **Your turn: What are your expectations towards the course?**

- **What is reflection**

- **Feedback from the previous courses**
    - Feedback policy

- **Q & A?**

Aalto University
School of Business

Course Structure

COURSE	23E10000 Service Business Strategy
Credits	6 ECTS
Status	Master's Program of Marketing, advanced studies

Assessment Methods and Criteria	Independent work (60%)
	    Pre-assignment: Reflection note (10%, 0-10 points)
	    Thematic package 1: Learning reflection: mind map & video/audio (10 %, 0-10 points)
	    Thematic package 2: Learning reflection: mind map & video/audio (10 %, 0-10 points)
	    Thematic package 3: Case Study – report (15%, 0-15 points)
	    Thematic package 4: Learning reflection: reflection note on two articles (15 %, 0-15 points)
	        Each Thematic package includes one quiz (pass/fail) (Quizzes need to be *passed* to complete the course)
	Group work (40%)
	    Lean Service Creation project (40 %)

Course book	Coursebook: **Elective, not mandatory** requirement to course completion. Wirtz, Jochen and Christopher Lovelock (2016): Services Marketing: People -Technology - Strategy, 8th ed.
Idea	Hybrid course

Learning goals

1. Develop a Conceptual Toolbox	To get an overview on the main service marketing and management principles.
2. Learn to Understand Service Research	To explain the main service concepts in your own words.
3. Bridge the Gap Between Theory and Practice	To make the transfer from theoretical consideration to practical application.

Course assignments & evaluation

Assignments

Independent work (60%)

- Pre-assignment: Reflection note (10%, 0-10 points)
- Thematic package 1: Learning reflection: mind map & video/audio (10 %, 0-10 points)
- Thematic package 2: Learning reflection: mind map & video/audio (10 %, 0-10 points)
- Thematic package 3: Case Study – report (15%, 0-15 points)
- Thematic package 4: Learning reflection: reflection note on two articles (15 %, 0-15 points)
  - Each Thematic package includes one quiz (pass/fail) (Quizzes need to be *passed* to complete the course)

Group work (40%)

- Lean Service Creation project (40 %)

All of the assignments are compulsory. Deadlines are the same for everyone.

Plagiarism – zero tolerance, assignments will be checked

On the course you can earn max. 100 points, which will be converted to the final grade as follows:

Points	Grade	
90 points and over	5	Excellent
80 to 89 points	4	Very good
70 to 79 points	3	Good
60 to 69 points	2	Fair
50 to 59 points	1	Poor
49 points and lower		Fail

Aalto University School of Business

What are your expectations towards the course?

Aseta tausta   Tyhjennä kehys

I expect to learn more about the use of robots in services

What is reflection?

What is reflection?

"Any kind of reflection that is expected to be presented for assessment in an academic, professional, or skill development contexts"

Tips:

- Keep the academic tone

- Brainstorming – requires time

- Use transitional phrases: such therefore, on the contrary, as a result, for instance, on one hand - on the other hand.

- Format: Argument – Justification - Proof

- What you are trying to say (e.g. State the key idea)? How can you back it up? What evidence will you use to substiantiate your point of view?

- Questions you can ask – How did the reading go: what you learned from it, what do you (dis)agree with, how did the article affect you? Did you change your mind? Pros, cons of the issue? What would someone else think ?

Academic reflective writing is NOT...	Instead...
Just descriptions of what has happened	Descriptions should be used as foundations for learning.
A personal diary where you can say anything and use any language	Academic reflective writing require structure and formal language.
A place where you get marks for self-disclosure – while reflection is personal, you will not get a good mark by merely sharing challenging experiences or personal trauma	The experiences you share must be used actively to promote learning **AND** be appropriate for the audience. An assessor will probably not be comfortable reading your darkest secrets. Private reflections may include such content, but for academic refection it is unlikely to be appropriate. Reflections should be appropriate both for your boundaries and the boundaries of the person reading them.
A place where you get marks for complementing the course or teacher assessing you	Include the course and the teacher if they have affected you, but be sure to uncover what about them worked or did not work for you, and how you can use this knowledge in other contexts.
A place where you reference learning uncritically	You should evidence how you have learned something, what it means for you, and how it will be used in the future.
A nuisance or waste of time	Done correctly, formalising and structuring reflection can help you surface and evidence your personal learning and development, which in turn can help you to communicate your abilities and experiences effectively.

"Browsing through articles xx and xx, <u>my first impression</u> was

that xx and xx are not that hot or popular topics in current business

magazines. In effect, searching articles with these keywords gives few or no results at all (N.B.

in these publications). <u>The apparent reason to this may</u> be that these terms are not very

commonly used in journalistic texts, at least not as commonly as in academic periodicals.

<u>This does not, however, mean that</u> the current business news writing would exclude or

overlook services. <u>Quite the contrary.</u> By simply searching for "services", one finds a lot

interesting stuff but only needs to spend more time filtering which articles are relevant with

regard to the topic at hand. In the Economist one finds a lot of articles that deal with xx …

<u>Much of these articles are a bit remote to my interests that</u> are rather hands-on and

managerial, whereas large corporations covered in the news deal with and hasten the change by

acquiring new companies under their group structure.

<u>But in essence, the issue is the same</u>:

xx."

"As examples of I have chosen … an article by the Economist, which discusses xx. In the case of Nordea, the social aspect has been visible even in the streets of Helsinki, when hundreds of people have been queueing in front of the bank's offices, effectively creating situations where the Corona virus has possibilities to spread — the risk of which the bank aims mitigate by the aforementioned closure measure. Based on the appearances, it is not unjustified to say that … I wonder, how do they make an online reservation, if they were queing in the first place? On the other hand, and on a global scale, the Economist reports, the down-and-out cannot even dream of queueing in front of a bank; there are not really any in the vicinity of their lives. Subsequently, they rely on simple (often) text-message based services in order to be able to manage their basic monetary affairs. The problem is, however, that by doing so … Basically, the question in the articles is the same: … "

Feedback from the previous courses

"Too heavy on readings!! Too much writing."

"Too strict grading"

"I also want to add that I am really unhappy about the exam format - articles again…"

"MyCourses was not working properly"

"It was the best online course I have ever taken! (created me massive value through the material and latest insights; gave me access to excellent material, made me think, structured my understanding, really inspired! I absolutely want to continue in this direction."

"I am truly satisfied I am introduced to this recent knowledge"

"Many sincere thanks for your feedback to my assignments!"

"This is very encouraging to hear a human voice in response to submissions. THANK YOU!"

A? **Aalto University School of Business**

Feedback from the previous courses

"Too heavy on readings!! Too much writing."

"I also want to add that I am really unhappy about the exam format - articles again…"

→ Less academic articles (almost 50 % of articles off) → more to listen & watch

→ Less writing (50 % of the reflections as form of mindmap & audio/video)

→ No exam: Group work

"Too strict grading"

→ Transparency added by including points / question available (Syllabus)

→ *"MyCourses was not working properly"*

"It was the best online course I have ever taken! (created me massive value through the material and latest insights; gave me access to excellent material, made me think, structured my understanding, really inspired! I absolutely want to continue in this direction."

"I am truly satisfied I am introduced to this recent knowledge"

"Many sincerece thanks for your feedback to my assingments!"

"This is very encouraging to hear a human voice in reponse to submissions. THANK YOU!"

A? **Aalto University**
School of Business

Feedback policy

By answering to the course feedback …

+ 1 point to student's overall grade

Answering is anonymous.

Contact information

A!
Aalto University
School of Business

Teacher-in-charge:

Henriikka Seittu, PhD Candidate, M.Sc.
Department of Marketing

Aalto people:
https://people.aalto.fi/henriikka.seittu
Email: henriikka.seittu@aalto.fi

Tomas Falk, Professor of Marketing
Department of Marketing

Aalto people:
https://people.aalto.fi/tomas.falk
Email: tomas.falk@aalto.fi

You may send general inquiries, clarification questions and questions about assignments via MyCourse General discussion forum.

I'll read my email every day and will respond as soon as possible. Please keep still in mind normal office hours and weekends.

Q & A ?

Q: Can I still submit pre-assignment? A: Yes you can, send it me via email.

"Extensions may be requested on justified grounds but delayed submissions will be sanctioned (-20% of the points the student would have otherwise
received) in overall grading of the assignment."

Q: Do you expect us to summarize thematic packages in the mind map?

A: No. Summarize in 1-2 sentences, what do you think was the key message of the package? Then choose 1-2 things that you consider important. Reflect on them.

Q: Do the quizzes include questions from the optional material? A: No.

Aalto University
School of Business

Agenda PART 2

- **How to complete a thematic package?**

- **Thematic package I: Introduction to services**

- **Contents of the thematic package I**

- **Learning goals of the package**

- **Group work**

A! Aalto University
School of Business

How to complete a thematic package?

1. **Study the learning material.**

2. **Take the Quiz.**

3. **Finalize the package: Go to the MyCourses section "Assignments". Each Thematic package includes one assignment that will be graded.**

4. **Submit your assignment on time.**

Thematic package I

Introduction to services

A"
Aalto University
School of Business

1.   Introduction to services

Aalto University
School of Business

1. Introduction to services – Learning Goals

LG1 To recognize and discuss the rising importance of services.

LG2 To classify the elements and features that makes services different from products.

LG3 To be able to define the concepts of value co-creation and servitization using own words.

Four questions to answer in small groups

- Soon I will introduce you with four questions related to services.

- Then, I will send you to the break out rooms and in groups of 4-6 people you will answer the four questions.

- You have 20 minutes time to discuss the questions

- Introduce yourself to other group members

- Write down some notes because after we'll come back to the main room, I will randomly ask groups to share their ideas.

A? Aalto University
School of Business

Four questions to answer in small groups

1. How do you understand (would define) the concept of "service".

2. How do services differ from products?

3. What do you think are the most topical or urgent issues that the service sector is facing 2023 and in near future? Justify your choice(s). In your answer, your group may, for example, choose 1-2 current trends or challenges that you think are actual.

4. Identify also at least three questions that you think service managers need to ask regarding the trends / challenges, to sustain in the competition? Why do you think these questions are important?

A? Aalto University
School of Business

Thank you!

Any questions? Comments?

A? Aalto University
School of Business