

OHLONE COLLEGE
Ohlone Community College District
OFFICIAL COURSE OUTLINE

I. Description of Course:

1. **Department/Course:** BA - 138A
2. **Title:** Services Export Marketing
3. **Cross Reference:**
4. **Units:** 1
Lec Hrs: 18
Lab Hrs:
Tot Hrs: 324.00
5. **Repeatability:** No
6. **Grade Options:** Grade Only (GR)

7. **Degree/Applicability:**
Credit, Degree Applicable, Transferable
- CSU (T)

8. **General Education:**
9. **Field Trips:** Optional
10. **Requisites:**

12. Catalog Description:

An examination of marketing services in a global environment. This course will identify the unique cultural and structural challenges involved in exporting services and the strategies and tools to overcome these challenges. Students will also learn about service export market entry strategies, most promising service exports, and how to identify suitable export markets.

13. Class Schedule Description:

An examination of marketing services in a global economy.

14. Counselor Information:

This class is designed to be part of the International Business Certificate.

II. Student Learning Outcomes

The student will:

1. Analyze international service marketing decisions utilizing different scenarios and case studies.
2. Analyze the concepts and define the vocabulary of services export marketing through discussions and written assignments.
3. Develop a meaningful services export marketing plan.

III. Course Outline:

A. Understanding Service Markets, products and customers.

1. Overview of marketing in the service economy
2. Customer behavior in Service transactions
3. Defining the Service product
4. Service Product development
5. Service product Lifecycle

B. Cultural and Structural Challenges in Exporting Services

1. Adapting services to world cultures

2. Legal Barriers-IPR, Host Restrictions
3. Financial Barriers--currency adjustments, repatriation, etc.
4. Political--host country favoritism, xenophobia

C. International Market Research of the Service Industry

1. Need for service specific international services market research
2. Public and private sources of global services research
3. Product development, R & D in host country
4. Online surveys, localized feedback, in-market surveys

D. Global Entry Strategies for Services

1. Direct Exporting
2. Franchising
3. Joint-Ventures
4. Online transactions B2B, B2C
5. Strategic Alliances
6. Wholly owned subsidiaries

E. International Service Marketing and Promotion of Services

1. Pricing Strategies
2. Arm-Chair and Opportunistic service marketing opportunities
3. Branding services globally
4. Pro-active marketing programs, in-market
5. Localization and adaptation of service product promotion

F. Service Marketing Exporting Case Studies

1. Travel & Tourism
2. Consulting - McKinsey & Co.
3. Education and Training
4. Franchising - McDonalds India
5. Online Services - Alibaba, B2B Platforms
6. Film & Entertainment

IV. Course Assignments:

A. Reading Assignments

1. Reading assigned textbook material and handouts of case studies including the UC Berkeley Service Export Study.

B. Projects, Activities, and other Assignments

1. E-mail postings and threaded discussion concerning the assigned readings.
2. Development of service export project.

C. Writing Assignments

1. E-mail postings and threaded discussion postings.
2. Completion of a service export project.

V. Methods of Evaluation/Assessment:

- A. Assessment of written assignments including the following: e-mail postings, threaded discussions and short analyses of case studies.
- B. At least one midterm exam that would include any or all of the following: objective multiple/choice questions, true/false questions, and short-answer essay questions.
- C. A final exam that would include any combination of the following: objective multiple/choice questions, true/false questions, and short-answer essay questions.

D. A case study, e.g., the McDonalds case study.

VI. Methods of Instruction:

A. Discussion

B. Collaborative Learning

C. Distance Learning

VII. Textbooks:

Recommended

1. Christopher Lovelock and Jochen Wirtz *Services Marketing* 6th Edition, Prentice Hall, 2007 ISBN: 0131875523

Supplemental

VIII. Supplies:

CID 3128