

MKT 561 SERVICE BUSINESS MODEL INNOVATIONS- SYLLABUS

1) Course Title: Service Business Model Innovations
Semester: Fall 2022
Dates: 14 September – 7 December 2022
Credits: 4 ECTS
Schedule: Lecture:
Wednesdays, SN 169 15:30 – 17:00

2) Course Instructor: Prof. Dr. Florian Kraus

3) Registration

Course Registration: no registration is required

4) Course Overview and Objectives

Students get an insight into and understand current developments and marketing-specific characteristics of the services industry.

Especially the topics of servitization, digital transformation and service business model innovation are discussed and knowledge deepened based on multiple case studies. Along the process students will get to know and apply various essential methods, such as service blueprinting, customer journey mapping, business model canvas etc. to the cases at hand.

At the end of the module students will be able to apply and adapt their knowledge of marketing strategies, concepts and instruments to specific problems in the services marketing context.

5) Course Composition

The structure of the course is as follows:

1. Introduction & Lecture: Basics and Evolution of Services Marketing
2. Multichannel-Marketing
3. Case Studies
 - a. Procter & Gamble's Tide Dry Cleaners
 - Service Business Model Innovation and Bringing New Service Concepts to Life: From Customer Insights to New Service Business Models in B2C



- b. Lemonade
 - Digital Transformation in the Insurance Industry: Technological Disruption as an Opportunity for Augmented Business Models
- c. Michelin
 - Servitization and Transportation: From Selling Products to Selling Performance
- 4. Guest Lectures
 - a. Tony Stork (CEO; OMMAX)
 - b. Dr. Klaus Driever (Managing Director; Allianz)
- 5. Lecture: Service Quality - Dimensions and SERVQUAL Example + Exam Q&A

6) Course Material

1. Course material will be provided online. Case studies on different aspects of services marketing are available for purchase online (details are provided in the course material).
2. A detailed list of the reading material as well as additional references is included in the course material.

7) Course Grading

Final Exam (individual effort) 100%

Final Exam

The participants will sit a 60 minute written exam. It will consist of short case studies and analytical questions that pertain to the content of this course.

8) Appendix

Florian Kraus is Professor of Marketing, Dr. Werner Jackstädt Endowed Chair, University of Mannheim.

Professor Dr. Kraus' current research focuses on frontline employees' behavior and performance. He also conducts research on house brands, motivation, and organizational identification in the context of services marketing and sales management. Professor Kraus' work appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Strategic Management Journal*, *Journal of Service Research*, *Zeitschrift für Betriebswirtschaftslehre* and others.

Prior to joining the University of Mannheim he worked as an Assistant Professor at the Ruhr-University in Bochum. Florian Kraus obtained his Ph.D. from the Philipps University in Marburg and held a research position at the University of Houston, Texas, USA. He has substantial experience conducting marketing research with companies in the B2B sector as well as service firms.

He is Editorial Board member of the *Journal of Personal Selling & Sales Management* as well as the *British Journal of Management*.