



APPLIES TO ACADEMIC YEAR 2015/2016

## MRK 3633 Service and Innovation

### Programme

Bachelor of Marketing Management (3. year)

### Responsible for the course

Line Lervik-Olsen

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

In recent times we have witnessed a strong growth of online services. The reason is prevalence of Internet. In Norway, impressively 94% of the population is online, and small laptops, as tablets and smartphones. This provides the basis for entirely new services, but also for entirely new business models. We are experiencing rapid development where we must continually find new solutions to old problems, but also completely new solutions to new problems. The emergence of online services provides a basis for new solutions: innovation. In this course we are talking about improvement of established services such as renovation and development of new services such as innovation. The expanded concept of innovation contains elements related to the development of something new, as well as conditions by improving the services they already have. However, no innovation or renovation is successful without customers experiencing the new better than the old, and will take it into use. Here is the condition for the commercial success.

The first part of the course is about modern services and conditions for modern service industries and innovation. As analysis tool, we use the model for modern services and innovation. Here we strive to understand the heart of services in a physical and virtual context.

In the second part of the course we look at renovation and innovation in the moment of truth. We look at the various phases of innovation, such as developing ideas, innovation process, launch and renovation. We also look at various aspects of innovation, challenges these entail and how we can increase innovation success rate by focusing on value-based service innovation.

### Learning outcome

#### Acquired Knowledge

Through this course the student will acquire knowledge of basic theories, methods and concepts of modern services and innovation. Students shall develop:

- Understanding of the challenges faced by marketing and management of modern service enterprises
- Knowledge of the challenges of leadership more physical versus virtual services provide
- Knowledge of the implications for employees, customers and management.
- Knowledge of how social media can be used in various forms of marketing in relation to both internal and external customers.
- Knowledge of core models and tools in service management and marketing, which are designed to deal with challenges when the primary objective is to create profitable service companies through successful service innovations.
- Understanding how best to facilitate the development of successful and value-based service innovations

#### Acquired Skills

During the course the student will acquire the following skills:

- Be able to apply knowledge about service marketing and management on practical issues.
- Be able to select and apply appropriate analytical tools for identifying and responding to the challenges modern service firms face in general and in innovation in particular.
- Mastering tool that makes it possible to identify areas for development of value-based service innovations.

#### Reflection

After the course the student should be able to convey information, theories, ideas, problems and solutions about own field both orally and in writing, through increasing the capacity for critical reflection on the central theories, models and issues in the field and through increased focus on ethical issues and social responsibility

### Prerequisites

MRK 3414 Marketing Management and MRK 3480 Consumer Behaviour or equivalent.

### Compulsory reading

#### Books:

Andreassen, Tor Wallin og Line Lervik-Olsen. 2015. Service og innovasjon. Fagbokforlaget

#### Collection of articles:

Line Lervik-Olsen. 2015. Artikkelsamling: Service og Innovasjon. Tilgjengelig på Its Learning

#### Other:

Cases (se informasjon under tilleggsinformasjon)

### Recommended reading

#### Course outline

##### Part 1: SERVICE

- The modern customer of service
- Model for modern intermediation
- Internal resources
- Moment of Truth
- External results
- The brand's role
- Modern services in a nutshell

##### Part 2: INNOVATION

- Innovation Phases
- Renovation
- Innovation
- Trend Spotting
- Valuable innovations
- Commercialization

#### Computer-based tools

No specified computer-based tools are required.

#### Learning process and workload

The course consists of a combination of lectures, group discussions and feedback on assignments. Each task represents a percentage of the final grade. Common responses to the exercises will be given in plenary after each submission. See additional information about the tasks under examination.

Recommended workload for students:

Activities	Use of hours
Participation in lectures and group work	36
Homework / preparations for lectures and similar	90
Working with different parts of the exam	74
<b>Recommended use of hours in total</b>	<b>200</b>

#### Use of hours

36 hours - Lectures

9 hours - Centrally coordinated supervision - for learning activities, process evaluation, performed by local lecturer, but the hours are distributed by number of students.

#### Examination

The final grade in the course is the result of continuous assessment of several exam components - process evaluation, during the semester. Throughout the semester there will be three (3) compulsory assignments, where each part must be passed. Each task represents a percentage of the final grade:

- 1) Individual assignment - knowledge test, counts 25%
- 2) Submission task - case analysis with opportunities for voluntary presentation counts 25%
- 3) Project, counts 50%

Task 2 and 3 can be solved individually or in groups of up to three (3) students.

For students with valid absence or who does not achieve the passing on knowledge test (part 1), re-sit will be offered in the same semester as the examination.

(It will not be offered re-sit for assignment 2 and 3).

**Examination code(s)**

MRK 36331 Process evaluation accounts for 100 % of the final grade in MRK 3633 Service and innovation, 7,5 credits.

**Examination support materials**

Individual assignment: No support materials

Submission task - case analysis: All support materials

Project, counts: All support materials

**Re-sit examination**

Re-sit exam is offered at next scheduled course.

Upon re-sit examination all components must be redone.

**Additional information**

Cases are used in the lectures. These are considered as part of the curriculum and the expenses borne by the student.