Services Marketing - Concepts Strategies and Cases 6th edition Hoffman Solutions Manual

SKU: 9780357718308-SOLUTIONS

Instructor Manual

Hoffman, Services Marketing: Concepts, Strategies, & Cases, 6e, 2024, 9780357718308; Chapter 1: An Introduction to Services

TABLE OF CONTENTS

Purpose and Perspective of the Chapter 2
Chapter Objectives 2
What's New in This Chapter 2
Chapter Outline 2

© 2024 Cengage. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Services Marketing - Concepts Strategies and Cases 6th edition Hoffman Solutions Manual

Purpose and Perspective of the Chapter

The purpose of this chapter is to give students an introduction to services marketing. First, we will contrast the fundamental differences between goods and services. Next, we will explain the growing dominance of services and outline the anatomy of a service experience. Finally, we will recognize the driving forces behind the importance of the study of services marketing.

Chapter Objectives

The following objectives are addressed in this chapter:

1. Contrast the fundamental difference between goods and services
2. Explain the growing dominance of services
3. Outline the anatomy of a service experience
4. Recognize the driving forces behind the importance of the study of services marketing

What's New in This Chapter

The following elements are improvements in this chapter from the previous edition:

- New Global Services in Action: The Burj Al Arab Hotel: Dubai's Iconic Hotel
- New e-Services in Action: Coming Soon (If Not Already There) to a Store Near You: Customer Service Robots
- New Services for a Better World in Action: Doing Well by Doing Good: Nine Business Models for Social Enterprises

[return to top]

Chapter Outline

The following outline organizes activities (including any existing discussion questions in PowerPoints or other supplements) and assessments by chapter (and therefore by topic), so that you can see how all the content relates to the topics covered in the text.

I. Introduction (PPT Slides 1–4)
II. The Growing Dominance of Services (LO:01.01, LO:1.2, PPT Slides 5–6)
III. The Anatomy of a Service (LO:1.1, LO:01.02, PPT Slides 7–11)
    a. The Scale of Market Entities
    b. The Economic Value of Transforming Goods into Services
    c. The Molecular Model

© 2024 Cengage. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Services Marketing - Concepts Strategies and Cases 6th edition Hoffman Solutions Manual

IV. Creating and Managing Compelling Service Experiences (LO:1.3, PPT Slides 12–17)
    a. The Servuction Model: The Four Components of the Service Experience
        i. The Servicescape
        ii. Contact Personnel/Services Providers
        iii. Other Customers
        iv. Invisible Organization and Systems

V. Why Study Services? (LO:1.4, PPT Slides 18–23)
    a. The Growth of the Global Service Economy
    b. The Growth of the Global Service Labor Force
    c. The Emergence of E-Service(s): Self-service Technologies, Robotics, and Artificial Intelligence
        i. Self-service Technologies
        ii. Robotics
        iii. Artificial Intelligence

    d. Business for a Better World: Social Responsibility, Sustainability, and Transformative Service Initiatives
        i. Social Responsibility
        ii. Sustainability
        iii. Transformative Service Initiatives (TSI)

[return to top]

© 2024 Cengage. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.

Services Marketing - Concepts Strategies and Cases 6th edition Hoffman Solutions Manual