

Managing Service Design and Delivery
Tutor: Dr Anne Smith, Reader in Marketing and
Director Research Degrees Programme

Course objectives and content

- The course will examine some of the key concepts and models involved in the management of service design and delivery. Sessions will emphasise practical application as well as encourage theoretical debate. The main objectives will be to:
- Outline the main elements of service science and key priorities for research and practice.
- Examine frameworks for assessing competitiveness in services, for example, the strategy canvas and activity systems mapping.
- Examine the process of service value co-creation and co-destruction.
- Compare and contrast conceptual approaches to service management particularly that of the traditional goods-services paradigm with the service-dominant logic approach.
- Examine and apply a wide range of service design models and frameworks including; service blueprinting; quality function deployment; the gap model and the stakeholder approach.
- Highlight approaches to measuring customer perceived service quality and the relationship with customer satisfaction and loyalty.
- Apply these models and concepts to a wide range of services including financial, health, retail and hospitality.

Teaching-learning approach and assessment

- Sessions (four sessions of four hours duration) will involve a small group of participants and be highly interactive. There will be a mix of tutor and participant led presentations based on lecture materials and case studies. The course will be assessed by an individual paper based on the application of course concepts and models to a real life example.

Dr Anne Smith: Biography

Dr Anne Smith is Reader in Marketing and Director of the Research Degrees programme at the Open University Business School, UK. Anne completed her undergraduate and postgraduate degrees at the University of Manchester. Previously she had worked in service industries (retail and telecommunications) which had sparked her interest in service quality and customer satisfaction, the subject of both her MSc and Phd theses. Before moving to the Open University in 2004 she held full time posts at the universities of Glasgow, the West Indies, Sheffield and Manchester.

Her main research interests focus on services management and the principles and practice of social marketing. A major interest has been to examine how service design (for example in the health, financial, education and retail sectors) impacts on customers' service quality evaluations, emotions, satisfaction and loyalty behaviours. Her research has addressed how these evaluations differ across cultures and the process of service value co-creation and co-destruction. Further research has focussed on developing the concept of internal social marketing as a means to achieving behavioural change (particularly environmental and health related).

Her work has been published in a number of international journals including the Journal of Service Research, the European Journal of Marketing, the Journal of Business Research, the International Marketing Review, the Journal of Marketing Management, the Service Industries Journal, Long Range Planning and the European Management Journal. She is a reviewer for a number of international journals and is on the editorial board of the European Management Journal. She is visiting professor at FEA, University of São Paulo, Brazil and the Federal University of Santa Catarina, Florianopolis, Brazil. She has extensive international management teaching experience and has delivered courses to full time students and practising managers in Azerbaijan, Barbados, Belgium, Brazil, Malaysia, Jamaica, Singapore and UK.