



Spezialisierung Dienstleistungsmanagement/SMV Sommersemester 2022

Im Sommersemester 2022 bietet der Lehrstuhl für Marketing & Dienstleistungsmanagement für Studierende der Bachelor-Studiengänge BWL (DLM-Spezialisierung) und Sportökonomie (Modul B6/Vermarktung) eine Veranstaltung zu folgendem Thema an:

Service Management in the Digital Age

Die Veranstaltung wird als **Blockkurs** angeboten, von Dr. Julia Fehrer (Universität Bayreuth / University of Auckland, New Zealand) geleitet und findet in englischer Sprache statt.

Nachfolgend finden Sie Informationen zur Anmeldung sowie eine Beschreibung (in englischer Sprache).

Course at a Glance:

This course is developed to address the significant shift to a **new business world**, where companies face a very different reality due to digital transformation, environmental and social pressures. In such complex business environments, it is not enough to market products and services aligned with the customers' needs. Instead, it is important to understand how to create experiences and co-create value with the customer and other stakeholders. **Companies need to understand their service ecosystems** and they need to decide how they want to **shape these ecosystems**. This service management course is designed to provide future managers, consultants, coaches and (social) entrepreneurs with **strategic frameworks** and **practical tools and techniques** to **co-create value in the service ecosystem** they shape.

Course learning outcomes

Students who successfully complete this course will be able to:

- identify and assess value co-creation opportunities of firms in the interaction with their customers and within their wider stakeholder network
- apply design frameworks to determine service and marketing strategies based on the logic of value co-creation
- understand and critically discuss the role of digital technology for service management and value co-creation
- Persuade managers and entrepreneurs based on justified recommendations to co-create value and shape their service ecosystems

Hybrid teaching

This block course will have a hybrid format, we will be in class together each day for four hours for interactive session and to run design workshops and design sprints.

Additionally, you will need to plan for three to four hours per course day to familiarize yourself with the online material, that I will provide you with as preparation for the following day.

We will run the design workshops and design sprints with an online platform, called Miro. Please bring your laptops to the course. This course is designed digital-first. That means, while I want to see you on campus and run the design workshops with you in person, I can seamlessly, switch to digital delivery, if the situation requires it. This also means, that students, if they are not on feeling 100% well, can join digitally. However, attending digitally needs to be the exception, not the rule.

Dates:

Kick-Off (getting prepared):

- Monday, 2 May 2022: Check your Elearning platform for course preparation, you will find helpful material, videos and readings. I will also introduce you to a couple of digital tools, such as Miro, that we will use for interactive group work.

It is important for this courses that you come prepared to the sessions and to make sure in advance that all digital tools are up and running on your devices!

Course dates:

- Monday, 16 May 2022: 9.00am – 1.00pm
- Tuesday, 17 May 2022: 9.00am – 1.00pm
- Wednesday, 18 May 2022: 9.00am – 1.00pm
- Thursday, 19 May 2022: 9.00am – 1.00pm

➔ Please plan for additional 3 hours per day to prepare for the next day

Video pitch session:

- Thursday, 2 June 2022: 9.00am – 1.00pm

Assignment Dates

- Group Assignment (40%): students will work in small groups on a business case and prepare a 15-20 minutes video pitch (details will follow).

Submission date: 1 June 2022, 9am.

- Individual Assignment (20%): In-class work and preparation for classes (details will follow).

Submission date: day-by-day during course

- Individual Assignment (40%): Seminar thesis: 1500-2000 words (details will follow).

Submission date: 30 June 2022, 9am.

My Biography

Julia A. Fehrer is Senior Lecturer in Marketing at the University of Auckland Business School and Research Fellow in Marketing & Service Management at the University of Bayreuth. Her research is positioned at the interface of strategic marketing, market innovation, and service research and revolves around three key themes: digitalisation for social change, business model and ecosystem innovation, sustainable market shaping and value co-creation. Her research has been published in journals such as *the Journal of Service Research*, *Industrial Marketing Management*, *the Journal of Business Research* and *the Journal of Service Management* and has been recognised with several international awards including, most notably, in 2019 she received the Australian & New Zealand Marketing Academy Emerging Researcher of the Year Award. Her teaching is pioneering new digital marketing and service design courses and digital course delivery, including blended and hybrid teaching formats and MOOCs. For her innovative approaches to teaching, she received the University of Auckland Business School 2020 Early Career Excellence in Teaching Award. Prior to moving into academia, Dr Fehrer held senior management positions in strategic and digital marketing for over a decade.

Sign In:

- Sign in for the seminar via cmlife from April 25 (8 am) to April 26 (23.59 pm), first come, first serve.
- The number of participants is limited to 25 students.
- In case the seminar is fully booked, we will put you on a waiting list. You will be automatically considered in case someone drops out during the registration period.

In case you have questions, please contact me via j.fehrer@auckland.ac.nz.

Bayreuth, 30.03.2022

Dr Julia Fehrer