



# RSM 414

## MARKETING IN THE SERVICE INDUSTRY:

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# RSM 414

## Essentials of Marketing of Services

Explore how service-based organizations compete and innovate in an AI- and digital-first world.

### **Key themes:**

- Service strategy & Customer experience
- AI, automation, and analytics in service design
- Guest speakers, case studies & real-world projects
- Introduction to the 7 P's: Price, Product, Place, Promotion, Process, People & Physical Assets

# Course Objectives

1. Enhance **critical thinking** – through understanding practice and theory of marketing in the Service Industry
2. Enhance **analytical skills** – through understanding of common service marketing problems and solutions
3. To explore **social & economic context of service business** – through assessing the economics and benefits of service marketing from multiple stakeholder perspectives
4. To familiarize participants with the ***process of strategic market decision-making*** for the service industry

# Why This Course Matters

- Services account for over 70% of GDP in developed economies
- AI and digital transformation are reshaping how services are delivered
- Gain future-ready skills for tech, finance, hospitality, healthcare, and digital sectors

# How services contribute to a country's economy

- Services dominate most economies and are growing rapidly:
  - Services account for almost two-thirds of GDP worldwide
  - Almost all economies have a substantial service sector
  - Most new employment is provided by services
  - Strongest growth area for marketing
- Understanding services offers you a personal competitive advantage

# Course Highlights

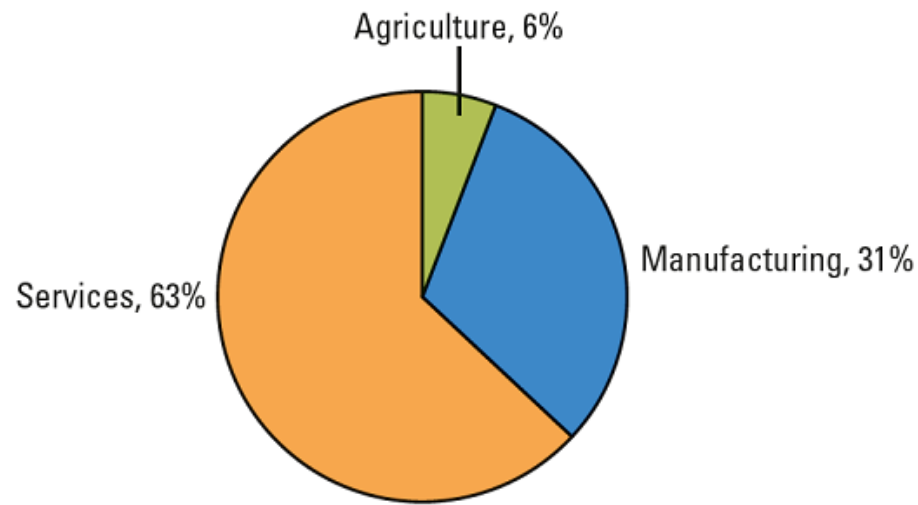
- Explore service marketing strategies and design thinking
- Learn how AI is transforming service experiences
- Participate in real-world case studies and guest lectures
- Collaborate on a strategic marketing plan for a real business

# Learning Outcomes

- Differentiate product vs. service marketing
- Apply AI tools in service strategy
- Map and optimize the customer journey
- Understand ethical and sustainable service delivery
- Build and present a strategic marketing plan

# How services contribute to a country's economy

- Contribution of Services Industries to Global GDP



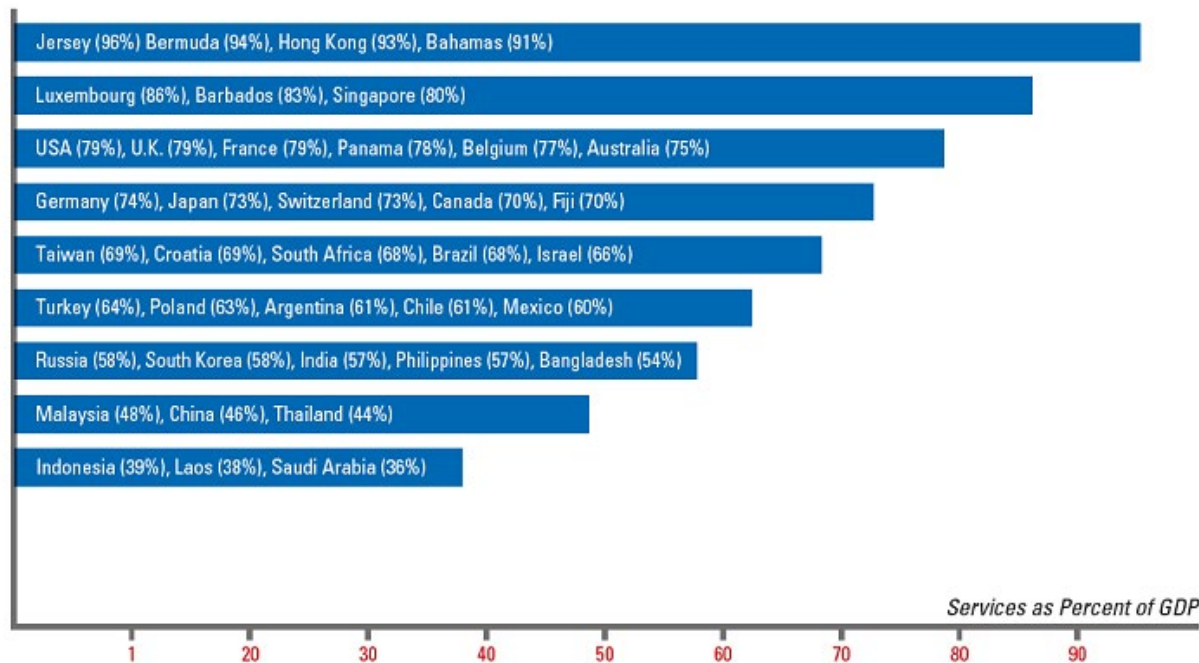
**Figure 1.5** Contribution of services industries to GDP globally.

#### SOURCE

Data from *The World Factbook 2015*, Central Intelligence Agency, [www.cia.gov](http://www.cia.gov), accessed January 22, 2015.

# How services contribute to a country's economy

- Estimated Size of Service Sector in Selected Countries

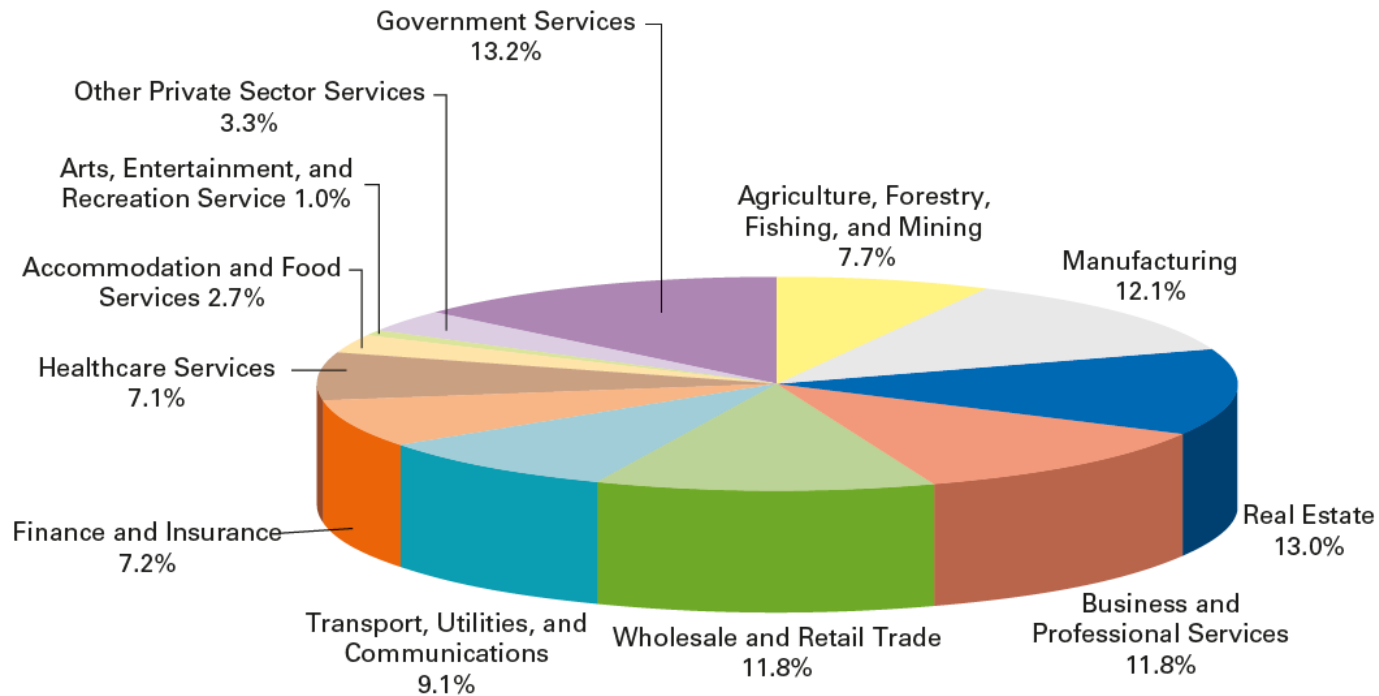


**Figure 1.6** Estimated size of the service sector in selected countries as a percentage of GDP.

#### SOURCE

Data from *The World Factbook 2015*, Central Intelligence Agency, [www.cia.gov](http://www.cia.gov), accessed January 22, 2015.

# Principal industries of the service sector



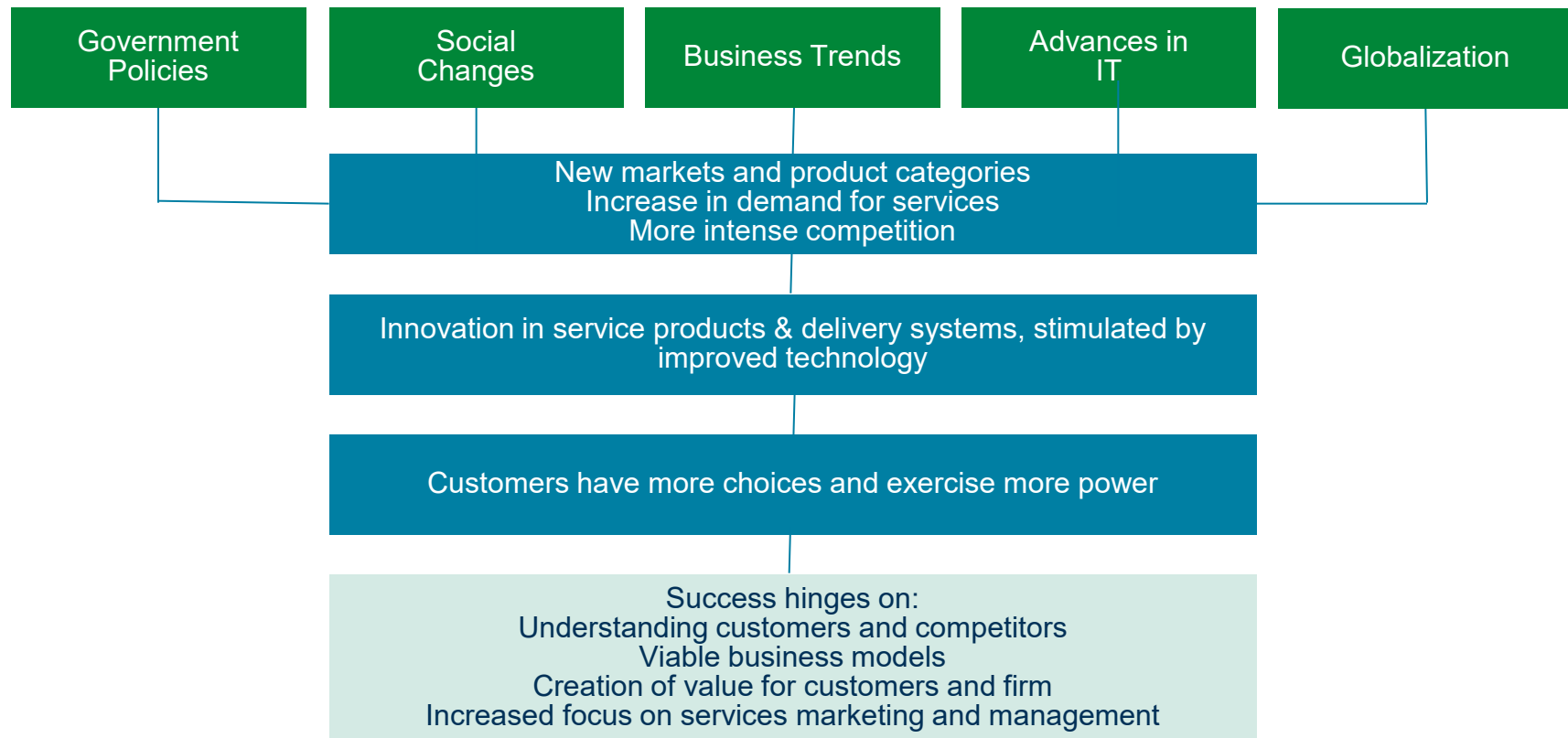
**Figure 1.8** Value added by service industry categories to U.S. gross domestic product.

## SOURCE

Data from U.S. Department of Commerce, Bureau of Economic Analysis, GDP by Industry Accounts for 2013.

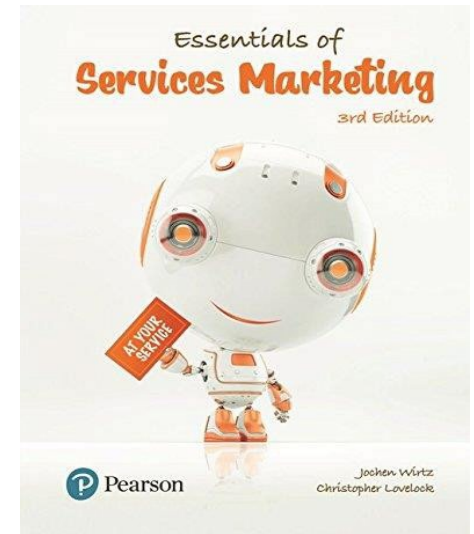
# Powerful forces that are transforming service markets

- Forces Transforming the Service Economy



# Course Structure

- 12-week format with weekly 2-hour lectures
- Text: 'Essentials of Services Marketing' by Wirtz & Lovelock
- Harvard & INSEAD case studies
- Guest industry speakers and real-world engagement
- Integration of AI in core concepts and assignments designed to promote experiential learning and practical application of key concepts



# Evaluation Breakdown

- Case Analysis 1 (Individual): 10%
- Case Analysis 2 (Individual): 10%
- Midterm 25%
- Participation & AI Trend Research: 20%
- Group Marketing Plan & Presentation: 35%

# Guest Speakers & Industry Engagement

- Beler Brand Management
- Amazon – Automation & Service Recovery
- RBC – Financial Services Transformation
- Canada's Wonderland – Experience Design
- Intuit – AI in Small Business Services
- Tim Hortons – Loyalty & Customer Experience

# Real-World Impact

- Work on real service challenges with practical feedback
- Build a portfolio of AI-powered strategies
- Gain exposure to potential employers and mentorship

# Why Enroll?

- Stay ahead in a digitally disrupted world
- Learn from experts and apply cutting-edge tools
- Develop skills for high-demand service roles
- Prepare for careers in consulting, marketing, tech, and service-based industries

# Join the Future of Service Marketing

- Registration opens soon, and the course will fill up quickly - RSM 414: Marketing of Services – Fall 2025
- Contact: [inez.blackburn@rotman.utoronto.ca](mailto:inez.blackburn@rotman.utoronto.ca) with any questions

Looking forward to seeing you in class!