

SERVICES MARKETING – MKTG4750A
Fall 2013
Syllabus

“I was a banquet waiter at the Beverly Hilton hotel. You learn a lot when you're in the service industry - the jerks of the world really come to the fore. It's a valuable learning experience to be in the position where you're of service to someone who sometimes doesn't even know you're there.”

— Andy Garcia

INSTRUCTOR: GDFutrell, PhD
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OFFICE LOCATION: Pound Hall 224
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OFFICE HOURS:

Monday	10:30–11:20AM; 12:30–1:20PM; & 2:30–4:00PM	Pound Hall 224
Tuesday	by appointment	
Wednesday	10:30 – 11:20AM; 12:30 – 1:20PM; & 2:30 – 4:00PM	Pound Hall 224
Thursday	by appointment	
Friday	by appointment	

CLASS LOCATION & TIME:

MKTG 4750A – Pound 318; M/W/F; 11:30AM – 12:20PM; Fall2013; 12Aug13 – 6Dec13

TEXTBOOK: Essentials of Services Marketing, 2/E, by Wirtz, Chew, & Lovelock, ISBN-10: 9810686188 • ISBN-13: 9789810686185; Pearson

REQUIRED RESOURCES:

- 1) BlazeVIEW
- 2) Textbook

SUGGESTED READING/RESOURCES:

- 1) The Wall Street Journal

DESCRIPTION: MKTG 4750. Marketing of Services 3-0-3. Prerequisite: MKTG 3050. Highlights the differences between product marketing and the marketing of services. Attention is focused on the marketing function of not-for-profit organizations such as hospitals, educational institutions, police departments and churches.

STANDARDS/GOALS/OBJECTIVES/OUTCOMES:

The goal of this course is to introduce, discuss, and analyze various topics important to service organizations. The course will examine marketing in service organizations and the issues that arise from the differences between the marketing of tangible products and the marketing of services. This course develops further several of the objectives of VSU General Educational Outcomes (VSU), of the Langdale College of Business Administration Undergraduate Program Objectives (LCOBA), and selected Marketing Major Educational Outcomes (MKTG). Upon successful completion of this course, students should be able to:

1. Articulate the role and importance of the service sector in the global economy. VSU 1; LCOBA 4
2. Appreciate the differences between services and physical goods and to understand how these differences translate into strategic direction. LCOBA 4 & 5
3. Understand what quality means in service delivery and how perceptions of service quality are developed by customers. VSU 6; MKTG 3
4. Understand how service customers determine value in a service exchange and how this translates into a satisfied customer base. VSU 6; LCOBA 5; MKTG 3
5. Discuss the role of physical evidence in service delivery and what constitutes an effective service environment. MKTG 3
6. Appreciate the role of customers, employees, and managers in service delivery, customer satisfaction and service recovery. MKTG 3
7. Appreciate the ramifications of service failure and the benefits of service recovery strategies. VSU 8; LCOBA 4
8. Identify drivers of competitive advantage in service businesses and understand how "service" can be a competitive advantage in managing organizations. LCOBA 5; MKTG 3
9. Apply your knowledge of services marketing to become a better consumer. VSU 1

In addition, this course seeks to build upon important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report writing) through active learning activities and other classroom exercises. Finally, it is my desire to make this course enjoyable!

MIDTERM ASSESSMENT: The purpose of the midterm assessment is to inform the student in writing of his/her progress in the course prior to the scheduled withdrawal date and to promote discussion with the instructor concerning problems the student may be having in the course, including exploring appropriate opportunities for improvements in their progress prior to the final evaluation if necessary.

ATTENDANCE REQUIREMENTS: Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. Students are expected to attend class each time the class meets. When it is necessary that a student be absent from a class, it is a student's responsibility to provide an explanation to the professor. Students are responsible for any and all assignments, lectures, information, etc. that they miss due to absences from class—a zero grade will result if absence occurs on specified test dates, report or project dates. Absences due to documented illness (you or dependent child), deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities are exceptions. A doctor's note or verification of death must be presented for exceptions to be considered. Professional obligations are possible exceptions; however, they must be reviewed prior to the date in

question. These obligations are reviewed by the instructor and must be verified by the employer. Please note the following University Policy:

“The University expects that all students shall regularly attend all scheduled class meetings held for instruction or examination. . . . A student who misses more than 20% of the scheduled classes of a course will be subject to receive a failing grade in the course.”

GRADE SCALE:

Definition	Grade	Points	Quality Points Per Credit Hour
Excellent	A	≥ 900 points	4.00
Good	B	800 – 899 pts	3.00
Average	C	700 – 799 pts	2.00
Poor	D	600 – 699 pts	1.00
Failure	F	< 600 pts	0.00

EVALUATION PROCEDURE:

Grades in this course will be based on the following components:

Exam #1	150 points
Exam #2	150 points
Exam #3	150 points
MKTG Plan/Service Blueprint	300 points
Presentation	50 points
<u>All other assignments, participation, etc.</u>	<u>200 points (by percentage)</u>
TOTAL POINTS	1000 points*

The BlazeVIEW gradebook may show additional assignments and possible points that **DO NOT apply for this semester. The only assignments that count are those listed in the syllabus for a total of 1000 possible points... +/- extra credit!*

COURSE COMPONENTS: The information below provides some preliminary details on the critical course components. As the semester gets underway, more information on each component will be provided.

Exams: There will be three exams in this class. The exams may consist of a mixture of multiple choice, true/false, matching, short answer, and essay. The questions are designed to test your knowledge of all materials associated with the course (i.e. the text, lectures, videos, possible outside guests' discussions, etc.). **All exams are comprehensive!** However, the questions on each exam will focus primarily on the topics discussed since the previous exam—core concepts from throughout the course may also be included and students are expected to integrate concepts from the entire course. No one will be admitted to the exam late—you must be on time or forfeit your exam grade!

Make-Up Exams

1. Only individuals who miss the regularly scheduled exam for reasons acceptable to the university and professor can take a make-up exam. These reasons include your unavoidable illness when verified by the health center or a private physician and almost no others. Unacceptable reasons include (a) weddings (yours or anyone else), (b)

- vacations, (c) rides home, (d) loss of memory, (e) sleeping in, (f) a relative's illness, (g) car problems, (h) didn't study, and (i) most all others of a similar nature.
2. All make-up exams must be taken during the final exam period—this means that you will have to take the final exam AND make-up exam during the same test period.
 3. You must inform me, in writing, of your need to take a make-up exam at least one full week before the make-up exam date.
 4. Make-up exams are essay.
 5. You can make up only one scheduled exam. If you miss more than one exam, you will want to drop the class and try again another semester.
 6. You can make up the final exam only for an extremely serious, unexpected, unavoidable illness. No make-up exam will be allowed after grades have been submitted.
 7. If your job will take you out of town on an exam date, you may (with prior approval and verification) sit for the exam before you leave. See me to arrange a time.

Other assignments/Participation: “Other assignments” consist of any homework, in-class activities, quizzes, etc. that are not a part of other grading components. These assignments are typically designed to help you engage the material and to encourage you to stay current and participate. This course is designed to be interactive! You are responsible for the breadth and depth of this interaction. Come to class prepared and willing to share your experiences, thoughts, and ideas.

A certain number of quizzes/assignments may be dropped depending on the total number of assignments administered throughout the semester. For example, if there are a total of 10 quizzes/assignments, then 2 might be dropped. Therefore, you have 2 “free” assignments that will not hurt your final grade if you miss or perform poorly. CAUTION: USE YOUR “FREE” ASSIGNMENTS FOR WHATEVER YOU LIKE, **BUT** USE THEM WISELY—THERE ARE NO “EXCUSED” ABSENCES! Some quizzes/assignments are mandatory and cannot be dropped.

MKTG Plan/Service Blueprint (Team assignment): This assignment requires students to construct a detailed marketing plan and service blueprint, accompanied by relevant photos/images, for a particular service provider and, perhaps, present it to the class (assignment details TBA).

Extra Credit: Extra credit is awarded solely at the discretion of the instructor. It may or may not be announced in advance. There are no make-ups or extensions for extra credit. Extra credit can positively OR negatively affect your grade (I generally deduct points only when there is evidence that the student intentionally does a poor job, cheats or otherwise abuses an extra credit opportunity). There may (or may not) be numerous opportunities for extra credit; however, you can only earn a maximum of 50 extra credit/participation points.

Peer Grading: By taking this course, you agree that required course work may be subject to peer review and evaluation/grading (including, but not limited to, team/group performance, presentations, and papers). Students will be notified in advanced whether a given assignment is subject to peer review.

ACADEMIC INTEGRITY/CODE OF CONDUCT: Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and the instructor. All students are expected to do their own work and to uphold a high standard of

academic ethics. When cheating is discovered, the instructor may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student will be reported to the dean of students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension or expulsion. Academic dishonesty may include providing or receiving unauthorized assistance for any course assignment, plagiarism (presenting the work of others as if it were their own work), any violation of reasonable terms and conditions duly established on the published course syllabus, and any submission of false documents (e.g., add/drop forms, substitutions, special requests, etc.).

By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign, a tool within BlazeVIEW. For more information on the use of SafeAssign at VSU see SafeAssign for Students at <http://www.valdosta.edu/academic/SafeAssignforStudents.shtml> .

"Honesty is the first chapter in the book of wisdom."

—Thomas Jefferson

ADA STATEMENT: Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in the Farber Hall. For more information, call (V/VP) 229.245.2498 / (TTY) 229.219.1348, e-mail access@valdosta.edu, or visit the website at www.valdosta.edu/access

SOI STATEMENT: At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

CLASSROOM CONDUCT:

You are expected to conduct yourself as a business professional. The professor reserves the right to deduct grade, eject students from the classroom, and refer students for further disciplinary actions.

Please refer to the following documents (located on BlazeVIEW) regarding acceptable professional behavior and dress (gentlemen should not wear hats and sagging is not allowed in the classroom). By taking this course you agree to the expectations outlined in these documents:

- 1) VSU Student Code of Conduct (see your Student Handbook)
- 2) VSU General Expectations (see your Course Catalog)
- 3) Communication Matters (See BlazeVIEW)

MISCELLANEOUS:

- Do not enter the classroom after the class has begun. Please contact me in advance for approval if it is absolutely necessary to be late. Otherwise, **YOU WILL NOT BE ALLOWED TO ENTER THE CLASSROOM.**
- Unless otherwise noted, all assignments are due at the **beginning** of class as scheduled. Computer problems happen—I know this, and so should you—plan ahead or have a back-up plan. It is **YOUR** responsibility to keep up with due dates and deadlines. Late assignments will be penalized up to 10% per day.
- All assignments should be typed (Exceptions for individuals covered under the ADA mentioned above may be granted upon notification), double spaced, and written using proper grammar and punctuation, Standard American English, 12-point professional font, 1" margins, & APA format when necessary.
- E-mail is the fastest and most reliable way to contact me, and usually the quickest way to get a response from me. I try to respond to all messages within 24 hours (except weekends & holidays); feel free to contact me again if you don't receive a reply within 24 hours.
- The University email system and BlazeVIEW are official means of communication for this class—you should check for updates often.
- All emails must follow Standard English rules and should consist of a salutation, body, and closing/signature.
- I **absolutely will not** discuss grades outside of my office. You must see me during office hours or make an appointment to meet with me to discuss your grades. This means that individual grades will not be discussed in the classroom, on the phone, via email, text, with parents, or anything but a face-to-face in office meeting with the student.
- Grades will be posted on BlazeVIEW only at the midterm and at the end of the semester. You are highly encouraged to come by my office to collect your grades and assignments throughout the course.
- I will post updates on BlazeVIEW on a regular bases. It is **HIGHLY** recommended that you check BlazeVIEW announcements/news daily (there is a "notifications" setting that will allow you to receive email notices about BlazeVIEW updates).
- I highly suggest that you find someone in class to work with, to get missed assignments or notes, study with, etc. (If you miss a class, please don't ask, "Did I miss anything important?" Every professor snickers to himself whenever asked that question.)
- You are expected to participate in class. This means more than simply showing up--you must contribute to class discussions. (Note: simply saying something in class does not count as a "contribution". A contribution is a relevant question, a relevant comment, or a satisfactory answer to a question posed. Excessive irrelevant comments are considered anti-participation, i.e., you will be immediately asked to leave and lose any grade opportunities.) It is your responsibility to make sure that you participate in class.

“LLD”

Okay, so your world has come crashing down, you screwed something up, or life has dealt you a cruel, cruel blow—this is your *Last Line of Defense*: Before you come to me in a last ditch effort to save our grade, please be prepared to offer a solution. Whatever solution that you propose should have the following characteristics (Please note that an “I” incomplete grade is not an option... except in extreme cases):

- 1) It must be fair to the other students who worked honestly and earnestly to complete their work properly and on time.

- 2) It must meet the goals and objectives of the assignment(s) and class (e.g., it must demonstrate some level of knowledge of the subject matter).
- 3) It must be fair to me since I have to go through the extra effort to grade the assignment(s), and I am held responsible for upholding the standards of learning set forth by the College, the University, and the academy.

YOUR RIGHTS

Someone has paid for you to attend this class; both they and you deserve to get your money's worth. Each of your instructors works for you. You must never hesitate to bring up your concerns and criticism—just remember to do it in the appropriate manner!

SCHEDULE

The instructor reserves the right to amend and change this calendar during the semester in order to better accomplish the goals of the course. Students will be notified of any changes made to the schedule as soon as possible.

SERVICES MARKETING – MKTG4750A
Fall 2013 / Schedule

Wk1	M	12-Aug	Class Intro. / Intro. To Services MKT - Ch1
	W	14-Aug	Unit01: Intro. To Services MKT (Ch1)
	F	16-Aug	Unit01: Intro. To Services MKT (Ch1)
Wk2	M	19-Aug	Unit01: Intro. To Services MKT (Ch1) / Review Term Project
	W	21-Aug	Unit02: Understanding Customer Needs (Ch2) / Teams due
	F	23-Aug	Unit02: Understanding Customer Needs (Ch2)
Wk3	M	26-Aug	Unit02: Understanding Customer Needs (Ch2)
	W	28-Aug	Unit02: Understanding Customer Needs (Ch2)
	F	30-Aug	Library Instruction Session
Wk4	M	2-Sep	<i>Labor Day Holiday (NO CLASS)</i>
	W	4-Sep	Unit02: Understanding Customer Needs (Ch2)
	F	6-Sep	Unit02: Understanding Customer Needs (Ch2) /
Wk5	M	9-Sep	Exam1
	W	11-Sep	Unit03: The Gaps Model (ch14)
	F	13-Sep	Unit03: The Gaps Model (ch14)
Wk6	M	16-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
	W	18-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
	F	20-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14) /
Wk7	M	23-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
	W	25-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
	F	27-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
Wk8	M	30-Sep	Unit04: Meeting Customer Needs (Ch12, 13, & 14)
	W	2-Oct	Unit04: Meeting Customer Needs (Ch12, 13, & 14) / (midterm grades posted)
	F	4-Oct	Exam2
Wk9	M	7-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9) /
	W	9-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9)
	F	11-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9)
Wk10	M	14-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9)
	W	16-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9)
	F	18-Oct	Unit05: Service Design, Standards, & Ops (Ch4, 8, & 9)
Wk11	M	21-Oct	Unit06: P.E. & the Servicescape (Ch5 & 10)
	W	23-Oct	Unit06: P.E. & the Servicescape (Ch5 & 10)
	F	25-Oct	Unit06: P.E. & the Servicescape (Ch5 & 10)
Wk12	M	28-Oct	Unit06: P.E. & the Servicescape (Ch5 & 10)
	W	30-Oct	Unit06: P.E. & the Servicescape (Ch5 & 10)
	F	1-Nov	Unit06: P.E. & the Servicescape (Ch5 & 10) /
Wk13	M	4-Nov	Unit07: The Role of People (Ch11)
	W	6-Nov	Unit07: The Role of People (Ch11)
	F	8-Nov	Unit07: The Role of People (Ch11)
Wk14	M	11-Nov	Unit07: The Role of People (Ch11)
	W	13-Nov	Unit07: The Role of People (Ch11)
	F	15-Nov	Unit07: The Role of People (Ch11)
Wk15	M	18-Nov	Exam Review
	W	20-Nov	Exam3
	F	22-Nov	P5: Final Report Due (grades posted about this day)
Wk16	M	25-Nov	<i>Thanksgiving Holiday (NO CLASS)</i>
	W	27-Nov	<i>Thanksgiving Holiday (NO CLASS)</i>
	F	29-Nov	<i>Thanksgiving Holiday (NO CLASS)</i>
Wk17	M	2-Dec	Final Lecture (Deadline for ALL grade appeals/adjustments)
	Final exams 4Dec – 6Dec. See registrar's exam schedule! (The final exam will be held in class)		