

**MARKETING 673**  
**Services Marketing**  
**Monday-Wednesday, 1:15-3:00 p.m.**  
**Spring 2008**  
**Room 185**

**Instructor:** Leonard Berry  
**Office:** 201P Wehner  
**Phone:** 845-0804 (O); 846-1007 (H)  
**E-Mail:** BerryLe@tamu.edu  
**Office Hours:** After class

### **Course Objective**

The purpose of this course is to help prepare you to function as an effective executive in a services economy. You will become more knowledgeable about: (1) the nature and characteristics of services; (2) the marketing implications of product intangibility; (3) the improvement of service quality; and (4) the drivers of sustainable success in service businesses. You will develop an integrative view of services marketing.

### **Course Format**

The course is designed to encourage learning both inside and outside the classroom. Inside the classroom the emphasis is on lecture and active discussion. Outside the classroom the emphasis is on participant observation, self-guided study, reading, and writing.

### **Required Reading: Books**

Leonard L. Berry, *Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success*, 1999, The Free Press. Hardcover.

Danny Meyer, *Setting the Table*, 2006, Harper Collins. Hardcover.

**Required Reading: Article Packet**

1. Godin, Seth (2003), "In Praise of the Purple Cow," *Fast Company* (February).
2. Prahalad, C.K. (2006), "The Innovation Sandbox," *Strategy + Business* (September).
3. Keaveney, Susan M. (1995), "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing* (April).
4. Meliones, Jon (2000), "Saving Money, Saving Lives," *Harvard Business Review* (November-December).
5. Seiders, Kathleen and Leonard L. Berry (1998), "Service Fairness: What It Is and Why It Matters," *The Academy of Management Executive* (May).
6. Berry, Leonard L. and Kathleen Seiders (2008), "Serving Unfair Customers," *Business Horizons* (January-February).
7. Meuter, Matthew, et.al. (2000), "Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters," *Journal of Marketing* (July).
8. Berry, Leonard L. and Neeli Bendapudi (2007), "Health Care: A Fertile Field for Service Research," *Journal of Service Research* (November).
9. Berry, Leonard L., Eileen A. Wall, and Lewis Carbone (2006), "Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing," *Academy of Management Perspectives* (May).
10. Berry, Leonard L. and Kent Seltman (2007), "Building a Strong Services Brand: Lessons from Mayo Clinic," *Business Horizons* (May-June).
11. Cascio, Wayne F. (2006), "Decency Means More than "Always Low Prices": A Comparison of Costco to Wal-Mart's Sam's Club," *Academy of Management Perspectives* (August).
12. Katzenbach, Jon and Jason Santamaria (1999), "Firing Up the Front Line," *Harvard Business Review* (May-June).

## Service Diary

Beginning on Monday, March 17, you are to keep a diary of all of your service encounters with both profit and not-for-profit organizations. You should record factual information (where, when, nature of transaction), as well as your perceptions of each service experience. It is essential that you make your diary entries on the same day as you experience the service. Your diary should be comprehensive, detailed, and organized in a consistent manner. Your diary should be typed.

You should keep your diary through Saturday, March 22.

After you complete your diary entries and before you turn it in on March 24, prepare a two-page conclusion section titled “Lessons from my Service Diary.” Discuss in these two pages the most important insights you gained about service quality from your experience keeping a service diary. This section should come at the end of your diary.

Your diary will count 25% toward your course grade. **Grading criteria include the organization, comprehensiveness, and depth of your diary entries, the depth of your interpretations, the quality of writing, and evidence of learning as reflected in the diary and lessons section.**

## Mini Papers

You are to prepare two one-page papers as part of your class involvement grade. Each paper must not exceed one page. Your paper will be evaluated with one of three assessments: +++ (unusually good), ++ (good) or + (average).

Mini-paper #1 due on April 9 is an actual letter you’ve written and mailed (or e-mailed) to an owner or manager of an organization that has served you poorly or well. The purpose of the letter is to offer customer feedback, including recommendations for improvement. Even organizations that served you well can improve. You can write and mail this letter at any time during the semester up to April 9.

Mini paper #2 due on April 23 is titled “Why \_\_\_\_\_ is a Great Services Brand.” Select a services brand you consider to be outstanding and explain/defend your choice. You should not select one of the companies featured in the course books or article packet.

Your class involvement grade will count 25% toward your course grade and your mini papers will figure prominently in this assessment. **Grading criteria for the mini papers include depth of your interpretations, the quality of writing, evidence of learning, and commitment to the task.**

## Exams

The two exams will consist of several short essay questions. They will cover class lectures, discussions, guest presentations, the service diary experience, and all assigned reading.

### **Grading**

First Exam	25%
Second Exam	25%
Service Diary	25%
Class Involvement (attendance, mini papers, quality participation, commitment to course)	<u>25%</u>
	100%

### **Attendance**

Students are expected to attend **all** scheduled class sessions except in the case of illness or emergency.

### **Late Work**

Assignments are to be submitted and exams completed on the designated dates. Dates are firm unless a change is announced by the instructor. Late assignments or exams will be marked down one level except in the case of a bona fide emergency or illness.

### **Aggie Honor Code**

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor system. For additional information please visit:

<http://www.tamu.edu/aggiehonor/>

## Course Schedule

Date	Topics	Reading	Written Assignments
2/18	Course Overview/Introduction to Services	Begin <i>DSS</i>	
2/20	Service Innovation	Articles 1&2	
2/25	Lessons of Service Quality	Articles 3&4	
3/3	Lessons of Service Quality	Articles 5&6	
3/5	Lessons of Service Quality	Article 7	
3/17	Guest Presenter: Jim Rogers Chief Executive Officer KOA Kampgrounds of America		Begin Service Diary (3/17 to 3/22)
3/19	Service Quality in Healthcare	Article 8	
3/24	Guest Presenters: Larry Hodges, Owner of Copy Corner and Double Dave's, and Pierre Dube, Founder of Freebirds World Burrito		Service Diary Due in Class
3/26	Discussion of <i>Discovering the Soul of Service</i>	Complete <i>DSS</i>	
3/31	<b>Mid-term Exam</b> (9:00 a.m. - Noon)		
4/4*	Guest Presenter: John Caron EVP, Marketing Olive Garden	Begin <i>Setting the Table</i>	
4/7	Roles of Services Marketing Director		
4/9	Clue Management	Article 9	Mini Paper #1 Due in Class
4/14	Services Branding	Article 10	
4/16	Relationship Marketing		
4/21	Relationship Marketing		Mini Paper #2 Due in Class
4/23	Internal Marketing	Article 11	
4/25*	Internal Marketing and Services Leadership	Article 12	
4/28	Discussion of <i>Setting the Table</i>		
4/30	Course Review; Course Evaluation		
5/8	<b>Final Exam</b> (9:00 a.m. - Noon)		

**\*Friday Class**

## Course Framework

