

**Services Marketing  
MKTG 4773  
Spring 2005**

**Instructor:** Sterling A. Bone  
**Office:** BUS 311B  
**Office Hours:** TH 1:00 pm – 2:00 pm (if you need to come by and visit) or email me and schedule an appointment (I prefer this way! Thanks.)  
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**Course Website:** <http://blackboard.okstate.edu>

**Text and Required Readings:**

1. Lovelock and Wirtz, Services Marketing Fifth Edition, Pearson Prentice Hall, 2004.
2. Course readings and discussion questions found on Blackboard Site. Check the tentative schedule in the syllabus for required readings and the discussion dates.

**Course Description:**

This is a challenging course designed to offer key marketing insights for (a) “pure” service organizations and (b) goods-producing organizations that focus on the service component augmenting the good itself. The course will address a number of central issues in the marketing of services, including identifying differences in service and product marketing; understanding how customers assess service quality/satisfaction; identifying and evaluating important elements of an organization’s service offerings; and understanding how loyal relationships are built and maintained with service customers.

**Course Requirements:**

Your grade will be determined by your performance on three exams, service encounters diary, article discussion questions, and co-production score. The point distribution is as follows:

<b>Service Encounters Diary:</b>	<b>100 points</b>
<b>Article Discussion Questions:</b>	<b>50 points</b>
<b>Co-Production Score:</b>	<b>100 points</b>
<b>Exam 1:</b>	<b>200 points</b>
<b>Exam 2:</b>	<b>200 points</b>
<b>Exam 3 (Final):</b>	<b>200 points</b>
<b>Total</b>	<b>850 points</b>

The following scale will be used to assign final grades.

<b>765-850</b>	<b>A</b>
<b>680-764</b>	<b>B</b>
<b>595-679</b>	<b>C</b>
<b>510-594</b>	<b>D</b>
<b>&lt; 510</b>	<b>F</b>

**Co-Production Score:**

Important requisites for your co-production score are (1) professionalism (e.g., attendance), (2) class preparation, and (3) class participation in discussions either at the small group or large group levels. Although roll will not be taken, I will use a seating chart to better track your progress throughout the course. Your co-production score will constitute approximately 12% of your grade. For a more comprehensive explanation of the co-production score please refer to the syllabus attachment or to the course blackboard site. In order to make this an enjoyable learning experience, I expect lively exchange of ideas during class sessions. I expect you to be ready, willing and able to discuss your reading of the text and articles when

you arrive each day to class (yes, this includes Friday class periods!). You must attend class to receive top co-production scores. Please notify me in advance via email or by telephone if you must be absent.

### **Service Encounters Diary:**

During a prescribed time period (see tentative schedule) you are required to keep a diary of all service interactions (broadly defined) in which you engage. I will provide you a form, downloadable from blackboard where you will record (i.e. type) (a) date and time, (b) name of the individual or organization providing service, (c) brief description/summary of the encounter, including any relevant details, observations, and personal emotions experienced before, during or after the encounter, (d) your global evaluation of the encounter (using a 1-7 “very dissatisfied – very satisfied” scale), (e) using your knowledge of services marketing what you would recommend as a “manager” to improve the service quality. This form is available on the course blackboard site. It is encouraged that you record all service interactions on the day they occur, so that you are able to provide the necessary detail and thought worthy of high scores. **The most important aspect of this assignment is that you must include a 1-2 page summary (worth 50 of the 100 points) of what you have learned in the process of observing various types of service and reflecting on the degree of service provided. For the summary it is strongly encouraged that you integrate aspects of your service encounters with course concepts. NO LATE WORK WILL BE ACCEPTED!**

### **Article Discussion Questions:**

Article discussion questions are designed to ensure that you think about the critical points made in each article as well as help you recall important course concepts. This exercise is also designed to aid you in test preparation since test questions will be written based on the article questions and our class discussions. Furthermore, this exercise provides an important basis by which you can help justify your co-production score. Thoughtfully answering these questions will help you prepare to contribute to small group and large group discussions of the articles. The articles are either available on blackboard or are included in your text (see tentative schedule). I will post on blackboard, 4-6 questions for each article. It will be your individual responsibility to answer these questions for 5 of the 6 article discussions (10 points each) and turn them in at the beginning of the class period on the day the article will be discussed. If you so desire, you may turn in all 6-article discussion questions and receive up to 10 extra credit points. *I strongly encourage you to make two copies of your answers – one to turn in and another to retain for the class discussion and to prepare for the exams. NO LATE WORK WILL BE ACCEPTED!*

### **Exams:**

Three exams will be given consisting of multiple choice questions worth four points each totaling 200 points for each exam. Students are responsible for all material covered in class discussions including discussions of readings and videos, as well as material from the text and lecture slides not discussed in class. Exams must be taken on the scheduled test day. **No make-up exams will be given.**

### **Academic Honesty Policies:**

Students are expected to follow OSU policy regarding academic dishonesty and/or misconduct. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved credit, either for oneself or for another. Academic misconduct is behavior that results in intellectual advantage obtained by violating specific directions, rules, or accepted academic standards, but without deliberate intent or use of fraudulent means. Students violating OSU rules will be subject to disciplinary action specified by CBA and OSU policies.

### **Students with Disabilities:**

If you require special accommodations, please see the instructor or contact the Office of Student Disability Services (326 SU). Reasonable accommodations will be made to ensure that you have a fair opportunity to perform in this class.

\*\* Additional information regarding academic honesty policies, special accommodations for students with disabilities and important dates and offices can be found on the Academic Affairs' website: [www.okstate.edu/acadaffr](http://www.okstate.edu/acadaffr).

**Tentative Schedule:**

<b>Date</b>	<b>Topic</b>	<b>Chapter</b>	<b>Assignment</b>
1/10 (M)	Class Introduction	Syllabus	
1/12 (W)	Intro. to Services Marketing	Chapter 1	
1/14 (F)	Intro. to Services Marketing	Chapter 1	
1/17 (M)	UNIVERSITY HOLIDAY	NO CLASS	
1/19 (W)	Consumer Behavior in Service Encounters	Chapter 2	
1/21 (F)	Consumer Behavior in Service Encounters	Chapter 2	
1/24 (M)	Consumer Behavior in Service Encounters	Chapter 2	
1/26 (W)	Positioning Services in Competitive Markets	Chapter 3	
1/28 (F)	<b>Article Discussion #1</b>		<b>*Morgan and Rao (2003), "Making Routine Customer Experiences Fun"</b>
1/31 (M)	Positioning Services in Competitive Markets	Chapter 3	
2/2 (W)	Creating the Service Product	Chapter 4	
2/4 (F)	<b>Fish Video</b>		
2/7 (M)	Creating the Service Product	Chapter 4	
2/9 (W)	Managing Relationships and Building Loyalty	Chapter 12	
2/11 (F)	Managing Relationships and Building Loyalty	Chapter 12	
2/14 (M)	Managing Relationships and Building Loyalty	Chapter 12	
2/16 (W)	<b>Article Discussion #2</b>		<b>**Rust, Lemon and Zeithaml (2001), "Where Should the Next Marketing Dollar Go?" pp. 462-465.</b>
<b>2/18 (F)</b>	<b>Exam #1</b>		
2/21 (M)	Customer Feedback and Service Recovery	Chapter 13	
2/23 (W)	Customer Feedback and Service Recovery	Chapter 13	
2/25 (F)	Designing the Communications Mix for Services	Chapter 5	<b>Keep Service Encounters Diary, 2-25 through 3-3</b>
2/28 (M)	Designing the Communications Mix for Services	Chapter 5	
3/2 (W)	WORK DAY	NO CLASS	FINISH SERVICE ENCOUNTER DIARY
3/4 (F)	WORK DAY	NO CLASS	FINISH SERVICE ENCOUNTER DIARY
3/7 (M)	Pricing and Revenue Management	Chapter 6	<b>Service Encounters Diary Due</b>
3/9 (W)	Pricing and Revenue Management	Chapter 6	
3/11 (F)	<b>Article Discussion #3</b>		<b>*Ayres and Nalebuff (2003), "In Praise of Honest Pricing"</b>
3/14 (M)	SPRING BREAK	NO CLASS	
3/16 (W)	SPRING BREAK	NO CLASS	
3/18 (F)	SPRING BREAK	NO CLASS	
3/21 (M)	Distributing Services	Chapter 7	
3/23 (W)	Distributing Services	Chapter 7	
3/25 (F)	<b>Article Discussion #4</b>		<b>**Berry (2000), "Cultivating Service Brand Equity" pp. 207-216</b>
3/28 (M)	Designing and Managing Service Processes	Chapter 8	

3/30 (W)	Designing and Managing Service Processes	Chapter 8	
4/1 (F)	Designing and Managing Service Processes	Chapter 8	
<b>4/4 (M)</b>	<b>Exam #2</b>		
4/6 (W)	Balancing Demand and Capacity	Chapter 9	
4/8 (F)	Balancing Demand and Capacity	Chapter 9	
4/11 (M)	Planning the Service Environment	Chapter 10	
4/13 (W)	Planning the Service Environment	Chapter 10	
4/15 (F)	<b>Article Discussion #5</b>		<b>*Berry and Bendapudi (2003), "Clueing in Customers"</b>
4/18 (M)	Planning the Service Environment	Chapter 10	Video Case – Mayo Clinic
4/20 (W)	Improving Service Quality and Productivity	Chapter 14	
4/22 (F)	Improving Service Quality and Productivity	Chapter 14	
4/25 (M)	Managing People for Service Advantage	Chapter 11	
4/27 (W)	Managing People for Service Advantage	Chapter 11	<b>Fish Sticks Video</b>
4/29 (F)	<b>Article Discussion #6</b>		<b>TBA Co-Production Scores Due</b>
<b>5/4 (W)</b>	<b>Final Exam (9:30 section)</b>	<b>8:00-9:50 am</b>	
<b>5/6 (F)</b>	<b>Final Exam (10:30 section)</b>	<b>10:00-11:50 am</b>	

Note (a): \* article is found on the blackboard site or the library course reserve.  
 \*\* article or case is found in the textbook

Note (b): To best meet the needs of the class, this schedule is "tentative" and may be adapted at the discretion of the instructor.