

**MKTIB 546**  
**Services Marketing**  
**Dr. Kevin Gwinner**  
**Fall Semester 2006**

|                     |  |
|---------------------|--|
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| Office Hours:       | 11:00 a.m. – 12:00 p.m., Tuesday and Thursday and by appointment (Feel free to walk-in anytime, I will usually be able to see you) |
| Class Meeting Time: | 9:30 a.m. – 10:45 a.m., Tuesday and Thursday   |
| Class Room:         | Calvin 211   |

**Required Textbook**

Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne Gremler (2006), *Services Marketing: Integrating Customer Focus Across the Firm*, Fourth Edition, New York, NY: McGraw-Hill Irwin Companies.

**Course Prerequisites**

MKTG 400

**Course Description**

Why study services marketing? The U.S., as well as much of the world economy, is dominated by services. In the U.S., approximately 75% of the labor force, 80% of the GDP, 45% of an average family's budget, and 32% of exports are accounted for by services. Yet, business school courses traditionally have focused on the manufacturing sector of the economy. This course is designed for those students who may be interested in working in service industries and will address the distinct needs and problems of service organizations in the area of marketing.

The primary theme of the course is that service organizations (e.g., banks, educational institutions, hospitals, hotels, professional services, transportation companies) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on ideas from other marketing courses (i.e., MKTG 400) to make them specifically applicable in service industry settings. A second theme of the course focuses on the role of service in manufacturing businesses. This course will suggest ways that firms in the manufactured goods sector might use "service" as a primary source of competitive advantage.

**Course Objectives**

The intent of this course is to introduce, discuss, and analyze several topics important to service businesses. After completing this course, students should be able to:

- Understand the unique challenges involved in marketing and managing services.
- Identify differences between marketing in service versus manufacturing organizations and understand how "service" can be a competitive advantage in manufacturing organizations.
- Identify and analyze the various components of the "services marketing mix" (three additional P's) as well as key issues required in managing service quality.
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management.
- Build upon important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report writing) through active learning activities and other classroom exercises.

- Become better, more aware, and maybe less naive services consumers.
- Enjoy themselves while accomplishing all of the above.

Additionally, the course assignments are designed to continue to improve students' verbal, written, and critical thinking skills in preparing them for positions in the business world.

### **Course Conduct**

Class will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings prior to class sessions during which those readings are examined. Assignments are due in class at the beginning of class of the specified due date.

### **Class Attendance**

As is the case in most businesses, your attendance and promptness are expected. Coming to class late or leaving early is not acceptable behavior. A relatively large percentage of your grade will depend upon you being present during class. If you miss class for any reason, you will be responsible for any material covered, assignments given, or dates changed. Studies have shown that students who attend class regularly and participate fully find assignments and exams to be much easier and more meaningful, and (surprise!) tend to get better grades than those who do not attend class regularly.

Most in-class activities are designed in such a way that they cannot be "made up" outside of class. In rare instances, students may have to miss class for a valid, university-sanctioned reason. For example, when the student is: (a) participating in an approved field trip or other official KSU activity (e.g., athletics, debate, music, theater arts) or (b) confined under doctor's orders. Except for medical emergencies, which will require proper documentation, all other absences must be approved by the instructor prior to the class session that will be missed. Alternative assignments will be given only for instructor-approved absences.

### **Late Work**

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.). No matter what the reason, the bottom line is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required.

As specified earlier, assignments are due in class at the beginning of class on the specified due date. There is NO PROVISION for late work on any assignment. I strongly suggest that you plan and schedule your work early (and not wait until the "last minute"). I also strongly recommend having backup systems in place so that you can have all work completed on schedule. Having your work completed on schedule is a key to early success in your business career. A major complaint of employers is that business faculty do not instill a responsibility in students to have work done on time. Thus, I would suggest that you start now to develop good work habits for meeting deadlines.

NOTE: Late submissions are not accepted. Partial credit will NOT be given for late work.

### **Academic Dishonesty Policy**

Any act of academic dishonesty will result in an "F" for the course and possible suspension from the University (in accordance with KSU's academic policy guidelines).

### **Special Accommodations**

If you have any condition, such as a physical or learning disability, that will make it difficult for you to carry out the work as I have outlined it or that will require academic accommodations, please notify me in the first week of the course.

### **Academic Honesty**

A student's personal integrity is presumed to be sufficient assurance that in academic matters one does one's own work without unauthorized help from any other source. Undergraduate students, by registration, acknowledge the

jurisdiction of the Undergraduate Honor Council. The policies and procedures of the Undergraduate Honor System apply to all students enrolled in undergraduate courses of all the schools, whether full-time or part-time.

The Honor system presumes that all work, submitted as part of academic requirements, is the product of the student submitting it unless credit is given with proper footnoting and bibliographic techniques, or as prescribed by the course instructor. The system applies to examinations and to all work handed in, such as papers, reports, solutions to problems, tapes, films, and computer programs, unless excepted by the instructor.

Honor Pledge Statement: On all assignments, examinations, or other course work undertaken by undergraduate students, the following pledge is implied, whether or not it is stated: "On my Honor, as a Student I have neither given nor received unauthorized aid on this academic work."

Plagiarism and cheating are serious offenses and may be punished by failure on the exam, paper or project; failure in the course; and/or expulsion from the university. For more information refer to Appendix F in the Faculty Handbook

Individuals are prohibited from selling or being paid for taking notes in any form (written, electronic, or otherwise) during this course to or by any person or commercial firm without the express written permission of the professor teaching this course.

### Grading

| Assignment                                 | Possible Points                 | Date  |
|--|---------------------------------|---|
| Exam 1                                     | 100                             | Oct 5   |
| Exam 2                                     | 100                             | Nov 9   |
| Final Exam                                 | 200                             | Dec 15  |
| In-class participation                     | 50                              | Throughout the semester   |
| Complaint letter assignment                | 40 (letter = 10, analysis = 30) | Letter due 9/14, analysis due 12/5  |
| Service encounter journal and paper        | 50 (journal = 20, paper = 30)   | First 5 journal entries due 9/21<br>Remaining 5 journal entries due 9/28<br>Journal paper due 10/12 |
| Blueprint assignment                       | 40                              | Nov 2   |
| Service watch                              | 20                              | To be assigned  |
| Customer's role in service delivery report | 50                              | Nov 30  |
| <b>Total points possible</b>               | <b>650</b>                      |   |

Final grades will be assigned as follows: A = 90% and above; B = 89% - 80%; C = 79% - 70%; D = 69% - 60%; F = Below 60%

**Revised Course Schedule\***

| <b>Date</b>     | <b>Topic</b>   | <b>Reading</b>             |
|-----------------|--|----------------------------|
| Aug 22          | Course introduction  |                            |
| Aug 24 / 29     | Introduction to services                                       | Chapter 1 and 2            |
| Aug 31 / Sept 5 | Consumer behavior in services                                  | Chapter 3                  |
| Sept 7          | Work on complaint letter assignment                            |                            |
| Sept 12 / 14    | Customer expectations of service                               | Chapter 4                  |
| Sept 19         | Customer perceptions of service                                | Chapter 5                  |
| Sept 21         | Guest Speakers   |                            |
| Sept 26         | Customer perceptions of service (continued)                    | Chapter 5                  |
| Sept 28 / Oct 3 | Understanding customer expectations through marketing research | Chapter 6                  |
| Oct 5           | <b>Exam 1</b>  | Over Chs. 1-6              |
| Oct 10 / 12     | Building customer relationships                                | Chapter 7                  |
| Oct 17 / 19     | Service development and design                                 | Chapter 9                  |
| Oct 24 / 26     | Customer-defined service standards                             | Chapter 10                 |
| Oct 31 / Nov 2  | Physical evidence and the servicescape                         | Chapter 11                 |
| Nov 7           | Catch – up day   |                            |
| Nov 9           | <b>Exam 2</b>  | Over Chs. 7, 9, 10, 11     |
| Nov 14 / 16     | Employees' roles in service delivery                           | Chapter 12                 |
| Nov 21          | Customers' roles in service delivery                           | Chapter 13                 |
| Nov 28 / 30     | Demand, capacity and pricing in service firms                  | Chapters 15 and 17         |
| Dec 5 / 7       | Service recovery   | Chapter 8                  |
|                 |  |                            |
| Dec 15          | <b>Cumulative Final Exam</b> 2:00 pm – 3:50 pm                 | All chapters covered above |

*\* The above schedule may change. All changes will be announced in class.*