

Services Marketing (MAR 4840 – 01)
Spring Semester 2006

Instructor: Dr. Michael D. Hartline
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Course Prerequisites: MAR 3023 (Basic Marketing Concepts)

Required Text: *Services Marketing*, 4th edition by Zeithaml, Bitner, and Gremler; McGraw-Hill, 2006.

Other Materials: Other materials will be distributed via the course Blackboard site.

Required Email: You must have and regularly check (or redirect) a Garnet email account.

Course Description: Products can be tangible (goods) or intangible (services, ideas, etc.). Around the world, most developed economies are dominated by services. In the United States, roughly 81% of our labor force, 81% of our GDP, and a large portion of our exports are accounted for by services. Due to the intangible nature of services, service organizations (e.g., banks, educational institutions, hospitals, hotels, professional services, transportation firms) have unique marketing challenges that warrant special attention. Services are also unique in that their design and delivery depends on close coordination among marketing, operations management, information technology, and human resources. As a result, effective services marketing strategy must be interdisciplinary in nature.

Course Objectives: This course will build on marketing concepts from other courses to make them specifically applicable in service industry settings. The course will also focus on the role of service as a primary source of competitive advantage for both service and non-service organizations. The specific learning objectives of this course include:

1. Develop a better understanding of the role and importance of services in the global economy
2. Identify the unique characteristics of services that distinguish them from tangible goods
3. Identify and analyze the major challenges involved in marketing services
4. Understand that the measurement and analysis of customers' expectations and perceptions of service quality are vital to the effective management and marketing of services
5. Appreciate the importance of an interdisciplinary perspective in the marketing of services
6. Understand that services are inherently people-oriented and that the effective marketing and delivery of services are impossible without a good strategy for managing the firm's human resources
7. Become a better, more aware, and potentially less naïve service consumer.

Examinations: Three 100-point exams will be given during the semester as noted in the course schedule. The date listed for each exam is firm and not likely to change. The third exam is partially comprehensive and will be given during the final exam period. **Make-up Exams:** If you cannot take a regular exam, you **must** notify the instructor prior to the exam. To qualify for a make-up, you must satisfy the following university regulation: *Make-up examinations are permitted for an undergraduate student when justified by illness, conflicting examinations, four or more examinations in a 24-hour period, or for certain emergencies. Arrangements should be made prior to the scheduled exam.* In other words, you must have a valid reason for missing an exam. Students who give prior notification **and** have a valid reason for missing an exam may take a make-up within ten days of the regular exam date. Otherwise, all make-up exams will be given during final exam week. Valid reasons for missing an exam are determined on a case-by-case basis at the discretion of the instructor. **Being unprepared for an exam or having too many exams (except as noted in university regulations) are not valid reasons.**

Class Attendance, Participation, and Professionalism: Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for 24 class meetings, not including exam dates or other dates noted on the schedule. You are required to attend class at least 20 of these 24 days during the semester. As a result, you may miss four class meetings without being penalized. However, you are still responsible for any material you miss during your absence from class. If you miss class more than four days, you will lose 1 point for each day over the four days allowed. However, if you miss fewer than four days, you will earn 1 bonus point for each extra day you attend class. A maximum of four bonus points can be earned (4 extra days @ 1 point each day). Note that these are points and not percentages. At the end of the semester, attendance will add to, subtract from, or have no effect on the calculation of your final course average.

Along with your attendance, you are expected to actively contribute to the learning experience of the class. This includes professionalism, reading assigned materials, overall preparation for class, and actively contributing your thoughts and personal experiences. To encourage reading and discussion, pop quizzes will be given if the class is noticeably unprepared. If pop quizzes are given, they will count toward your final grade. There are no make-ups for pop quizzes. At the end of the semester, your overall level of participation and professionalism may be used to adjust final grades that are on the margin.

Classroom professionalism is to be maintained at all times. Our goal is to create a positive, courteous, and respectful environment that is conducive to learning. Pagers and wireless phones are to be turned off or set for silent alarm. Laptop computers are not to be used during class unless their use is a part of the class session. No walking in and out of the room when class is in session, especially during exams. Also, there will be no eating, drinking, sleeping, or excessive talking when class is in session.

Grading Structure: The point distribution and grade summary are shown below. Late assignments will not be accepted. Final course averages will be rounded to whole percentages.

	Points	Percent	Final Grades			
Exam 1	100	25%	90 – 100 %	= A	67 – 69 %	= D+
Exam 2	100	25%	87 – 89 %	= B+	60 – 66 %	= D
Exam 3	100	25%	80 – 86 %	= B	Below 60 %	= F
Semester Project*	100	25%	77 – 79 %	= C+		
			70 – 76 %	= C		
Total Points	400					

Note: Minus grades will be assigned when a higher letter grade is achieved by rounding (e.g., 89.5 – 89.9 % = A-)

* Individual scores on the semester project may be adjusted based on peer evaluations. See “Guidelines for Course Assignments and Projects” for more information.

Policy on Extra Credit Assignments and Curving of Grades: Extra credit assignments may be given if the instructor determines that the class *as a whole* is in need of extra credit. Under no circumstances will extra credit be given on an individual basis. Extra credit points are given for excellent attendance (see below). Final course grades will not be curved at the end of the semester.

Policy on Excused Absences: There will be no credit for any absence (for any reason) until you have exhausted all four of your “free” days. After that, credit will be given for legitimate excused absences at the discretion of the instructor. You must attend class 20 out of 24 days to receive full credit for attendance. Each day of attendance over the minimum of 20 days generates extra credit points (1 point per day; 4 points maximum). Do not dismiss this chance to earn extra credit. Four points is equivalent to one percent of the total possible points in the course. Because final course averages are rounded to whole percentages, this extra credit has the potential to make a letter grade difference in your final course grade.

Academic Integrity: The FSU Academic Honor Code will be in effect throughout all aspects of this course. I have absolutely no tolerance for violations of academic integrity and will use all means at my disposal to identify and punish offenders in a swift and fair manner. You will be required to submit all work in hard copy and electronic formats. The electronic version will be checked for plagiarism using Turnitin.com’s plagiarism prevention service. Students found guilty of academic dishonesty, which includes but is not limited to cheating, plagiarism, or collusion, are subject to disciplinary action. Examples of academic penalties include, but are not limited to, a lower or failing grade on an assignment, a lower or failing grade in the course, additional work, suspension, or expulsion. For detailed information on academic integrity, refer to FSU’s Academic Honor System (www.fsu.edu/~union/honor.htm).

Students with Disabilities: Florida State University complies with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Students with disabilities who seek academic accommodations should register with and provide documentation to the Student Disability Resource Center (SDRC) and bring a letter to the instructor from the SDRC indicating the approved academic accommodations. This should be done within the first week of class. For more information, contact the SDRC.

TENTATIVE COURSE SCHEDULE

Changes to this schedule are possible and should be expected as the semester progresses. I will announce all changes well in advance. You are responsible for changes made to this schedule even if you are absent from class the day changes are announced. You should consult with fellow students or the instructor immediately when you miss a class.

Date	Topic	Reading Assignment
Jan 10 (T)	Course Overview	Syllabus
Jan 12 (Th)	Introduction to Services	Chapter 1
Jan 17 (T)	The Gaps Model of Service Quality	Chapter 2
Jan 19 (Th)	Consumer Behavior in Services	Part 2 Introduction (p. 49) Chapter 3
Jan 24 (T)	Customer Expectations of Service	Chapter 4
Jan 26 (Th)	Customer Expectations (continued)	Chapter 4
Jan 31 (T)	Customer Perceptions of Service	Chapter 5
Feb 2 (Th)	Customer Perceptions (continued)	Chapter 5

Feb 7 (T)	Services Research	Part 3 Introduction (p. 139) Chapter 6
Feb 9 (Th)	Services Research (continued) Discuss Semester Project Project Questionnaires Distributed	Handouts (in class and on Blackboard)
Feb 14 (T)	Review for 1 st Exam	Study Guide 1 and Lecture Notes
Feb 16 (Th)	EXAM 1 (Chapters 1 – 6)	
Feb 21 (T)	Building Customer Relationships Completed Questionnaires and Keyed Data Due	Chapter 7
Feb 23 (Th)	Building Customer Relationships (continued)	Chapter 7
Feb 28 (T)	Service Recovery	Chapter 8
Mar 2 (Th)	Service Blueprinting Customer-Defined Service Standards	Part 4 Introduction (p. 249) Chapter 9 (pp. 267-76 only) Chapter 10
Spring Break		
Mar 14 (T)	Physical Evidence and the Servicescape	Chapter 11
Mar 16 (Th)	Semester Project Review / Q&A Session	Drafts of Zone of Tolerance Chart and Importance/Performance Matrix
Mar 21	<i>No Class – Group Project Research Week</i>	
Mar 23		
Mar 28 (T)	Employees' and Customers' Roles in Service Delivery	Part 5 Introduction (pp. 347-48) Chapters 12 and 13
Mar 30 (Th)	Review for 2 nd Exam	Study Guide 2 and Lecture Notes
April 4 (T)	EXAM 2 (Chapters 7 – 13)	
April 6 (Th)	Integrated Services Marketing Communications	Part 6 Introduction (pp. 481-82) Chapter 16
April 11 (T)	Services Marketing Communication (continued)	Chapter 16
April 13 (Th)	Pricing of Services Semester Project Due	Chapter 17
April 18 (T)	Pricing of Services (continued)	Chapter 17
April 20 (Th)	The Financial and Economic Impact of Service Review for 3 rd (Final) Exam	Part 7 Introduction (p. 543) Chapter 18 Study Guide 3 and Lecture Notes
EXAM 3 (Final) – Chapters 16-18 and partially comprehensive Tuesday, April 25 – 10:00am – 12:00pm		

Overview of the Semester Project

This *group* assignment centers on the development of a survey to assess student expectations and perceptions of service quality in the College of Business Computer Labs. The class will divide into approximately 12-15 groups of 4-5 students each. Data from this project will be analyzed and compared to similar data collected roughly two years ago by the same process. Several steps (summarized below) are required to complete this assignment. I will provide more detailed instructions later in the semester.

- 1) We will develop a short questionnaire to assess expectations and perceptions of service quality in the computer labs. The questionnaire format will be similar to textbook Exhibit 6.2 (pp. 154-55). I will duplicate the questionnaire and distribute copies to the class on **February 9**.
- 2) You will collect at least 5 completed questionnaires by asking other business students (friends, roommates, etc.) to participate in the survey. After this, you will key the responses into an Excel spreadsheet and merge your file with those of other group members. The group's combined Excel file and the completed questionnaires are due **February 21**. I will merge all group files to create a single data file and post it on Blackboard.
- 3) We will discuss how to conduct the analysis in class on **March 16**. Your group will then write a report which includes: a) a summary of major findings, b) a zone of tolerance chart and an importance/performance matrix (see Exhibits 6.4 and 6.5 for examples), and c) recommendations to better manage student expectations and service quality perceptions within the computer labs.

The final, written report (6-8 double spaced pages not including exhibits) is **due at the beginning of class on Thursday, April 13**. The project is worth 100 points or 25% of the course grade. Individual scores on the project may be adjusted based on peer evaluations as noted in the "Guidelines for Course Assignments and Projects" section of this syllabus. **Late projects will not be accepted.**

Tips for Doing Well on the Project

- Do not miss class on February 9, February 21, or March 16.
- Start early.
- Create the zone of tolerance chart and the importance/performance matrix before you begin writing.
- Take advantage of the project research week (March 21 and 23) by meeting with your group during our regularly scheduled class time.
- Avoid the temptation to divide the project among group members and pull it together at the last minute. This will result in a disjointed report that will not earn a good score.
- Remember that you are responsible for the work of each member of your group. It is your responsibility to proofread the work of others before you submit the completed project to me.
- Keep in mind that other group members will have the opportunity to grade your work performance at the end of the semester.

Though this project is very applied in nature, it is not difficult to complete. In fact, I think you will enjoy working on it. The skills you will acquire during this project are important because you are likely to be exposed to this type of research (either doing the work or reviewing final reports) at some point in your career.

Finally, I will present the best report to our incoming dean for her review. So, be sure to do your best work. Your report could be used to make significant improvements to our computer labs.

Guidelines for Course Assignments and Projects

- 1) All work must be original and performed by the student. Note that cutting and pasting directly from Web pages is considered to be plagiarism. Likewise, collusion on individual assignments will not be tolerated.
- 2) In addition to the completion of the requirements for each assignment, written work is graded on the basis of appearance, organization, writing style (clarity, spelling, and grammar), comprehensiveness, justification or support of ideas, and creativity. Group projects that are completed in sections and merged together should be thoroughly checked for completeness and consistency.
- 3) In group projects, your grade depends on the work of other members in your group. **Therefore, you are responsible for their work as if it is your own.** You should review the quality of each member's work before turning in a completed assignment or project.
- 4) Please ensure your commitment and contribution to all group assignments, as your fellow group members will grade your performance. A team score will be given to each assignment; however, individual scores may be adjusted based on peer evaluations. If your peer evaluations average 90 percent or higher, you will receive the overall team score. However, if your peer evaluations average less than 90 percent, you will receive that percentage of the overall team score.
- 5) Physical requirements of all projects and assignments (**Failure to conform to these requirements will result in a minimum one letter grade penalty**):
 - All work must be typed and double spaced, with margins of no more than one inch on all sides. Check your word processing software to ensure that it produces a document that adheres to these guidelines.
 - You must use headings and subheadings to organize your written work. Also, please use an endnotes referencing and citation style.
 - Electronic versions of all work must be submitted along with paper documents (Microsoft Word, PowerPoint, and Excel only). Electronic files can be mailed to mhartlin@fsu.edu.
 - Please include a cover page on all written work. Be sure to include the names of all group members on the cover page and spell their names correctly.

PLEASE REMOVE THIS PAGE AND RETURN IT TO THE INSTRUCTOR

MEMORANDUM OF UNDERSTANDING

“My signature below affirms that I have read and understand all policies and procedures outlined in the syllabus for Services Marketing (MAR 4840-01). I assert that all work performed during the Spring 2006 semester will be mine and mine alone, including all assignments, projects, and examinations. I further agree to abide by the Academic Honor Code and the Florida State University policy on academic integrity.”

Name (print): _____
First, Last

Signature: _____ Date: _____

Local Mailing Address: _____

Phone: _____

Fax: _____

E-mail: _____
please print neatly

Employer: _____

Position: _____

Major: _____

Have you completed MAN 3504 (Service Operations Management)? YES NO TAKING NOW

Have you completed MAR 4613 (Marketing Research)? YES NO TAKING NOW