

**Marketing 3230.01
Services Marketing
Spring, 2004**

INSTRUCTOR: Dr. Robert Lambert
Professor of Marketing

OFFICE: MBC 335

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REQUIRED TEXT: **Services Marketing: People, Technology, Strategy,** Christopher Lovelock & Jochen Wirtz, 5th ed., *Prentice Hall, 2004.*

PERSPECTIVE:

Service businesses are an increasingly dominant force in world economics. In fact, the United States has been a service economy since the mid 1940's. Approximately 79% of our labor force, 76% of the GDP, 45% of the average American family's budget and 32% of all U.S. exports are accounted for by services. However, business classes have traditionally focused on the manufacturing sector. This course is designed to help you develop an understanding of the unique marketing needs and challenges faced by service organizations and manufacturing firms that use service as a competitive strategy in an increasingly challenging global environment.

COURSE OBJECTIVES:

"To know the world one must construct it." (Giovanni Batista Vico)

"Education is not preparation for life; education is life itself." (origin unknown)

Business in today's competitive environment expects you to have a variety of skills when you graduate. Employers consistently say that they are looking for employees with the following abilities: 1) good problem-solving and critical thinking skills; 2) excellent communication skills (both written and oral); 3) the ability to work in teams; 4) listening skills and a willingness to understand the opinions of others; and 5) technological literacy. This course is designed to help you develop these skills in the context of services marketing so that you will be more prepared to meet the needs (and hopefully even exceed the expectations!) of your employer. We will use class discussions, group activities, films, and presentations to explore services marketing concepts and to create a unique service experience of our own throughout the semester.

ACADEMIC HONESTY:

Honesty and integrity are critical attributes in both our professional and personal lives. Please familiarize yourself with the University Honor System found on pages 53-55 in the current Undergraduate Bulletin.

PERFORMANCE EVALUATION:

• Exams	3 @ 100 pts	300
• Term Paper	1 @ 150	150
• Service Encounter Diary		100
• Attendance/Participation		50
• Case Studies	7@25 pts	<u>175</u>
	Total Points	775

GRADING SCALE:

94-100	A
93-90	A-
89-87	B+
86-83	B
82-80	B-
79-77	C+
76-73	C
72-70	C-
69-67	D+
66-63	D
62-60	D-
BELOW 60	F

ATTENDANCE POLICY:

REGULAR ATTENDANCE OF ALL ENROLLED IN THIS CLASS IS EXPECTED. IF YOU MISS A CLASS, IT IS YOUR RESPONSIBILITY TO “MAKE UP” ALL WORK, INCLUDING ITEMS DISCUSSED IN CLASS. IN FAIRNESS TO EVERYONE IN THIS CLASS, PLEASE MAKE EVERY EFFORT TO COMPLETE ALL ASSIGNMENTS AND TURN THEM IN ON TIME. ASSIGNMENTS TURNED IN LATE WILL RESULT IN A GRADE REDUCTION. FURTHERMORE, EXCESSIVE ABSENCES WILL ADVERSELY AFFECT YOUR COURSE GRADE IN THE FOLLOWING MANNER:

1-2 Absences	No Effect
3 Absences	5 point reduction from Final Grade average
4 Absences	10 point reduction from Final Grade average
5 Absences	Dropped from class with “F”

EXAMS:

There will be three exams this term and will be essay/short answer in nature. I will include (to the extent possible) current, real-life situations as the basis for the essays. These questions will relate to material that we have discussed in class. My goal is to make you successful...I am not here to see how many of you I can fail.

SERVICE ENCOUNTER DIARY:

The service encounter diary is exactly what the term implies. Over the course of the semester, I want you to keep a diary of all experiences (encounters) you have with service providers. This can include but not limited to the following types of organizations:

- Health care
- University (BU)
- Retail
- Hotel
- Restaurant
- Air line
- Utilities
- Personal care
- Other

The purpose of this diary is to make all of us more aware of the impact that service businesses have on our daily lives. I am also interested in your personal assessment of the quality (or lack of)of these services and how they might be improved. We will discuss these each week in class. You may record these either in a notebook or they may be word-processed. An award will be given at the end of the semester for the most outstanding service diary.

TERM PAPER:

You are to research a company in the service industry and write a paper discussing the following:

- Serv-Qual's determinants of service quality. How does this company measure up?
- Customer Service Policies—Does the company have a 100% satisfaction guaranteed policy? Is the customer always right?
- Service Process—Does this company have proprietary service processes that help create a sustainable competitive advantage? (Enterprise Rent-A-Car/Southwest Airlines)
- Awards/Recognition—Has this company received the J.D. Power Award for customer satisfaction or the Baldrige Award for quality?
- Other—Any other details that you feel would add to the quality of your paper.

Paper Guidelines: 10-15 pp, double-spaced, word processed with appropriate bibliographic references.

Your papers will be presented to the class during the last weekend session.

PARTICIPATION:

You will EARN a participation grade for the semester. According to Webster's Dictionary, *participation mean... "to have or take a share with others..."* Literally translated, this means that you are expected to share in the discussions and activities in class. Attendance is not the same as participation. You must be prepared before each class so that you can take advantage of this opportunity.

MARKETING 3230.01
COURSE OUTLINE
SPRING, 2004
8:00 TTH

JANUARY

- 15 Introduction, Course Overview
- 20 Customer Service Video (48 Hours Expose')
- 22 Customer Service Video (48 Hours Expose')
- 27 Chapter 1—Introduction to Service Marketing
- 29 Chapter 2—Consumer Behavior in Service Encounters

FEBRUARY

- 3 Chapter 3—Positioning Services in Competitive Markets
Readings
- 5 Chapter 4—Creating the Service Product
- 10 Test #1, Chapters 1-4
- 12 Chapter 5—Designing the Communications Mix for Services
“Guest Speaker-Dr. Ming Wang—Promoting Lasik
Surgery”
- 17 Chapter 6—Pricing and Revenue Management
- 19 Chapter 7—Distributing Services
Readings
- 24 Chapter 8—Designing and Managing Services
- 26 Test #2, Chapters 5-8

MARCH

- 2 Chapter 9—Balancing Demand and Capacity
- 4 Chapter 10—Planning the Service Environment
- 9 Spring Break
- 11 Chapter 11—Managing People for Service Advantage
Readings
- 16 Chapter 12—Managing Relationships and Building Loyalty
- 18 Chapter 13—Customer Feedback and Service Recovery
- 23 Chapter 14—Improving Service Quality and Productivity
- 25 Chapter 15—Organizing for Service Leadership
- 30 Exam #3—Chapters 9-15

APRIL

- 6 Case 1—Sullivan Auto World
- 8 Easter Break
- 13 Case 2—Four Customers in Search of Solutions
- 15 Case 5—Aussie Pooch Mobile
Term Papers Due
- 20 Case 10—Vick’s Pizza Corp.
- 22 Case 11—Hilton’s Worldwide Loyalty Wars
Service Encounter Diaries Due
- 27 Case 12—Massachusetts Audubon Society
- 29 Case 13—The Accellion Service Guarantee

MAY

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Final Exam, 8:00 a.m. (End of semester evaluation, return term papers, and presentation of outstanding service encounter diary winner).