

CALIFORNIA STATE UNIVERSITY, CHICO
College of Business
Department of Finance & Marketing

MKTG 478
Services Marketing
Spring 2008 TR 8:00-9:15
Glenn 310

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Office Hours: Tuesdays & Thursdays 7:15-7:45, 12:30-2:30, **and by appointment.**

Textbooks: Zeithaml and Bitner, Services Marketing, 4th edition, 2006

Recommended Reading: Any popular business press source (Business Week, Fortune, Fast Company, Wall Street Journal, etc.)

Prerequisite: MKT 371-Consumer Behavior

Course Description

Why study services marketing? Much of the world economy is dominated by services, yet business school courses traditionally focus on the manufacturing goods sector of the economy. In fact, in the United States, approximately 75% of the labor force, 70% of the GNP, 45% of an average family's budget and 32% of exports are accounted for by services. This course is designed for 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, schools, hospitals, hotels, professional services, transportation companies) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on concepts from other marketing courses and make them specifically applicable in service industry settings.

Course Objectives

The intent of this course is to introduce, discuss and analyze marketing topics important to service businesses. The objectives for this course are:

- To gain an understanding of the unique challenges that are involved in managing service organizations and in delivering quality service
- To be able to critically analyze components of the services marketing mix
- To gain an appreciation for the role that people (both employees and customers) and technology play in influencing service delivery, customer satisfaction, and service recovery
- To become a better, more aware service consumer
- To improve written and oral communication skills, as well as learn to be a productive team member
- To have fun and enjoy yourself while accomplishing the above objectives!

Class Format

Each day we will cover relevant information through interactive discussions, in-class group exercises, individual application exercises, videos, cases and student presentations. It is strongly encouraged that you complete the assigned readings before class to allow for an interactive learning environment. You are expected to be active co-producers of your educational experience. Since marketing is intertwined within our daily lives we all have experiences that can help others to better understand various services marketing issues. I encourage you to share your personal experiences with the class.

Assignments

All work done outside of class must be typed in order to receive credit. In addition, assignment turned in late will NOT receive credit. Problems with your printer, job interviews, oversleeping, having a big test in another class, etc. are all unfortunate situations but do not excuse late or hand-written work. Assignments are due *in class* on the date specified.

Your final grade is based on a portfolio of work that assesses your effort and understanding of the material using a variety of learning methods. Each of the activities are described below.

Exams

There will be 2 exams during the semester that will consist of multiple choice and short answer questions. Each exam will be worth 100 points. The exams will cover the assigned material in the text (whether or not it was covered in class), and anything discussed in class such as group exercises, videos, cases, or presentations. Unless there are extraordinary circumstances (and you contact me before the exam), there will be NO make-ups for missed examinations.

Chapter Quizzes

Four to eight times during the semester we will have a brief “review quiz” covering the chapter materials scheduled to be covered that day in class. These will be broad overview questions and intended to encourage you to read and review each chapter before class. The quizzes are designed to be very easy if you have read the chapter and prepared for the class. These quizzes will be unannounced. If you are not in class when the quiz is given, you will not be allowed to “make up” the quiz.

Letter Writing Campaign Individually you will write a letter to a service organization that delivered less-than-satisfactory service and then analyze the company’s response (or lack of response). Along with the letter, you will write a short paper analyzing the firm’s response and describing what you learned from this exercise. The letter must be based on an experience you’ve had in the last few weeks, so pay close attention to your service encounters in the next few weeks. More details will be provided on a separate handout.

Class Contribution

Throughout the semester there will be various in-class exercises (both small group and individual) used to illustrate services marketing concepts. These exercises are valuable learning tools and make up an important part of your grade. If you miss class, you will receive no points for these exercises and

may miss important topics not covered in the book. In addition, it is expected that students will actively participate in all class discussions. Your class contribution grade will be comprised of attendance, participation in discussions and involvement in the in-class exercises.

Although I appreciate you notifying me when you are going to miss class, please understand that I don't make determinations of "excused" or "unexcused" absences. If you are not in class, for whatever reason, you are not contributing to the classroom experience which will reduce your class contribution grade. It is up to you to determine what outside activities are important enough for you to miss class. When you are not in class, it is your responsibility to contact classmates for any information.

Coming to class late or leaving early is not acceptable behavior. Please turn your cell phone off during class. It is disruptive and inappropriate to check voicemail or text message while in class. Finally, if you are using a laptop in class, it should only be used for class activities.

Grades

The grade you earn will be a result of your performance on the portfolio of assignments and exams described above. Points are allocated as shown along with a standard grade distribution:

| | | | | | |
|---------------------------|------------|----|----------|----|-----------|
| Exam #1 | 100 points | A | 93%-100% | C | 73%-76% |
| Exam #2 | 100 points | A- | 90%-92% | C- | 70%-72% |
| Chapter Quizzes | 30 points | B+ | 87%-89% | D+ | 67%-69% |
| Complaint Letter Analysis | 70 points | B | 83%-86% | D | 63%-66% |
| Class Contribution | 50 points | B- | 80%-82% | F | Below 63% |
| Total | 350 Points | C+ | 77%-79% | | |

Academic Honesty

Academic honesty is an important issue for all students at CSU Chico. Faculty expect students to maintain the highest standard of academic integrity. It is the student's responsibility to be familiar with the policies of the university regarding academic honesty (for more information refer to the *Code of Students' Rights and Responsibilities*, available in Kendall Hall, Room 110). Consequences of academic dishonesty are severe, ranging from failure in an individual course to expulsion from the University and/or denial of a degree.

Cheating is the willful and intentional fraud or deception for the purpose of improving a grade and includes all behavior by a student which is intended to gain an unearned academic advantage. Examples of fraudulent behavior include (but is not limited to) *taking information* (copying homework assignments, looking at another's exam), *providing information* (allowing others to copy your work, providing answers to a test, providing a term paper to another student), *plagiarism*, or many other forms of academic dishonesty. High standards of academic integrity will be strictly enforced in this course.

Class Schedule

| DATE | CHAPTER | TOPIC |
|--------------|---------|--|
| Jan 29 | | Course Introduction |
| Jan 31 | 1 & 2 | Introduction to Services & Conceptual Framework of Book |
| Feb 5 | 3 | Consumer Behavior in Services |
| Feb 7 | 4 | Customer Expectations of Service |
| Feb 12-14 | 5 | Customer Perceptions of Service |
| Feb 14 | | *** Complaint Letter Due Thursday February 14 *** |
| Feb 19-21 | 6 | Understanding Customer Expectations Through Marketing Research |
| Feb 26-28 | 7 | Building Customer Relationships |
| March 4-6 | 8 | Service Recovery |
| Mar 11 | | *** Exam #1: Tuesday March 11 (Chapters 1-8)*** |
| Mar 13 | | TBA |
| Mar 18-20 | | *** NO CLASS: Spring break *** |
| Mar 25 | 9 | Service Development and Design |
| Mar 27 | 11 | Physical Evidence and the Servicescape |
| April 1 | | Physical Evidence and the Servicescape, continued |
| April 3 | | No Class, Complaint Letter Analysis Work Day |
| Apr 8-10 | 12 | Employees' Role in Service Delivery |
| Apr 15-17 | 13 | Customers' Role in Service Delivery |
| Apr 22-24 | 14 | Delivering Service Through Intermediaries & Electronic Channels |
| Apr 29-May 1 | 16 | Integrated Services Marketing Communications |
| May 6 | 15 | Managing Demand and Capacity |
| May 8 | 17 | Pricing of Services |
| May 8 | | * Complaint Letter Analysis Paper Due Thursday May 8 * |
| May 13 | | TBA |
| May 15 | | Review of GAPS Model, Course Wrap up |
| May 20 | | Final Exam: Tuesday May 20, 10:00-11:50 Glenn 310 (Chapters 9, 11-17) |

*The schedule during the semester may vary from the syllabus. Announcements made in class will supersede this schedule. Exam dates will NOT be changed.