

SERVICES MARKETING (MK8800)

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Fall 2003
Wed. 7:15-9:45 in S305

REQUIRED READINGS:

1. Services Marketing, 3rd ed. (2003) by Valarie A. Zeithaml and Mary Jo Bitner (text and cases)
2. Discovering the Soul of Service (1999) by Leonard L. Berry

COURSE DESCRIPTION:

The course focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, nonprofit organizations, etc.) and to organizations that depend on service excellence and services for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.)

Course content focuses on: understanding and managing customer expectations and evaluations of services; designing and managing service operations systems that match customer expectations; managing the effective delivery of services through human resources and technology; communicating realistic and effective service promises to customers. Throughout the course, an emphasis is placed on the total organization and how effective marketing must be coordinated across multiple functions.

An underlying assumption of this course is that students learn best and retain the most through active participation in the learning process. Therefore, classroom sessions will consist of a mixture of short lectures, student discussions of material and assignments, case discussions, active learning exercises, student presentations, and guest speakers.

COURSE OBJECTIVES

1. to gain an appreciation for the unique challenges inherent in marketing and managing services and developing and delivering quality service
2. to learn strategies, tools, and approaches for addressing the unique challenges of service management and marketing
3. to see the value of these strategies by applying them in an actual business context
4. to become a more perceptive and effective manager and consumer through understanding the complexities of service design, delivery, and communication
5. to learn an appreciation of the interfunctional coordination necessary to deliver quality service

6. to practice important workplace skills (e.g., teamwork, cooperation, oral and written communication, critical thinking, and problem solving) through written assignments, the group project, and other cooperative learning exercises

GRADING

100 - Midterm Exam (Oct. 15)
100 - Class Participation (Cases: 60; Overall: 40)
75 - Written Assignments (Journal: 30; Blueprint: 45)
125 - Group Project
100 - Final Exam (Dec. 17 at 7:15)
500 - total points

EXAMS

There will be 2 exams. They will include multiple choice and essay questions drawing from the text, lectures, cases, class exercises and discussions. Specific guidelines for preparation will be provided in advance. There will be no make-up exams except in case of illness and provided you notify me prior to exam time.

CLASS PARTICIPATION:

Cases: We will discuss 4 cases during the semester. Case questions will be available on the WebCT site for this course at least one week before each case discussion. You will be given points for your oral participation in each case session. Each case will be worth 15 points.

To get full credit for the case, you must participate meaningfully in the discussion and turn in your written preparation notes on each case day. Your notes can be handwritten in any form that is useful to you. The notes will not be graded but, rather, reviewed to ensure that everyone comes prepared.

All students are expected to be prepared for and contribute to each case discussion. However, in order for you to be guaranteed an opportunity to contribute extensively to at least one discussion, you will be assigned to be on a "panel of experts" for a particular case. A sign up sheet will be circulated for this purpose.

If you need to miss a class when a case is discussed, the only way for you to receive any credit is for you to get your notes to me before the class meets. In this situation, your notes will be rigorously graded.

Overall: Active student participation is essential to the learning process and to the success of the class. Therefore you will be evaluated on your individual overall participation, including regular attendance, quality of participation in class discussions, and participation in class exercises. To participate effectively you will need to read assigned materials and complete any out-of-class assignments prior to class time.

WRITTEN ASSIGNMENTS

During the semester you will turn in 2 written assignments. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. Depending on the assignment, you will complete the work individually or in groups. In all cases you are encouraged to discuss the assignments with your classmates. The assignments include: (1) Service Encounter Journal (individual), and (2) Service Blueprint/Map (groups). A separate handout with detailed descriptions of each assignment will be available on the WebCT site. Each assignment will be graded according to the following criteria: (1) completion of all parts of the assignment, (2) evidence of understanding and ability to apply relevant course concepts and/or tools, (3) quality (depth, creativity, clarity) of analysis and expression, (4) professional presentation of assignment. There will be no credit for late papers except in case of illness or some other emergency and provided you notify me prior to the due date.

GROUP PROJECT:

Students will work in groups of four on a services marketing audit of a company or a nonprofit organization. The purpose of the project is to allow you to investigate a service industry and a specific organization within that industry from a marketing and service quality point of view. You will be asked to choose a general industry topic (e.g., healthcare marketing) and a specific local firm (e.g., Grady Hospital) as the focus for your project. A project description will be available on the WebCT site.

The final products will be a class presentation and paper on the results. Generally all group members will receive the same grade for the project. However, to complete a successful project, active participation of every group member is essential. Therefore you will have the opportunity to evaluate your fellow group members and, if there are significant problems with someone's participation, that student's grade may be lowered accordingly.

<u>Date</u>	<u>Topic</u>	<u>Assignments</u>
Aug. 27	Introduction to services: What makes services different?	Text Chapter 1
Sept. 3	Why focus on service quality - the service quality and profitability link	Text p. 507 & Chapter 17
Sept. 10	Conceptual framework for services marketing: the gaps model of service quality	Text pp. 31-33 & Chapter 18; CASE: VIRGIN ATLANTIC AIRWAYS
Sept. 17	Consumer behavior and customer expectations in services	Text Chapters 2 & 3
Sept. 24	Customer perceptions of service; listening to the customer with marketing research	Text Chapters 4& 5 & pp. 119-121; SERVICE ENCOUNTER JOURNAL DUE
Oct. 1	Building customer relationships: segmentation and retention strategies; service recovery	Text Chapters 6 & 7; CASE: NORTHWEST AIRLINES AND THE DETROIT SNOWSTORM
Oct. 8	Leading service companies with value	Berry - whole book
Oct. 15	EXAM	

Oct. 22	Service development and design: blueprinting; customer-defined service standards	
Text pp. 217-218 & Chapters 8 & 9 Oct. 29	Physical evidence of service quality (servicescapes); the role of employees in service delivery	Text Chapters 10 & 11 & pp. 313-315; CASE: GENERAL ELECTRIC MEDICAL SYSTEMS
Nov. 5	Customer roles and electronic channels in service delivery	Text Chapters 12 & 13; SERVICE BLUEPRINT DUE
Nov. 12	Managing supply and demand; integrated services marketing communications	Text Chapters 14 & 15 & pp. 441-443; CASE: GIORDANO
Nov. 19	Pricing of services	Text Chapter 16
Dec. 3	PROJECT PRESENTATIONS	WRITTEN PROJECTS DUE
Dec. 10	PROJECT PRESENTATIONS	
Dec. 17	Final Exam (7:15 - same room)	