

Syllabus

Professional Services Marketing: Arch 5733 (ZAP number: 2025)
Spring 2004 Semester begins January 12, 2004

Instructor: Bob Wilkerson
Office/Home: 918-491-0395
Cell: 918-809-4904
Office fax: 918-496-9465
E-mail: bwilkers@swbell.net

Textbook: **Services Marketing** by Christopher H. Lovelock/Jochen Wirtz, 5th edition

Optional Resource: **Quick Reference Guide: Marketing**

Other readings as assigned by instructor. Outside reading and library/online research is required for class reports and projects.

Suggested Reading List:

Preparing the Marketing Plan by David Parnerlee (AMA)
The Successful Marketing Plan by Roman G. Hiebing & Scott W. Cooper
Create a Successful Marketing Plan by David E. Gumpert (INC)
A Crash Course in Marketing by David H. Bangs & Andi Axman
Dictionary of Marketing Terms by Jane Imber & Betsy-Ann Toffler (Barrons)
Barron's Marketing by Richard L. Sandhuser
The Marketing Plan: How to Prepare & Implement It by William M. Luther
Marketing for Dummies by Alexander Hiam
The Complete Idiot's Guide to Marketing Basics by Sarah White
Various marketing books specific to architects available at www.smps.org from
The Society for Marketing Professional Services

Course objectives:

As a result of your experience in this class, you will understand how marketing is used to create a successful service business. Your exposure to concepts and strategies in marketing, public relations, customer service, and advertising, will prepare you to design a successful business marketing plan, and develop and maintain a successful business.

Class structure:

Class time will be used to highlight major points from the reading, summarize from the previous class, clarify new concepts, and make the material applicable to the "real world."

The class will include lecture, including presentations by a series of guest lecturers. These guest lecturers will be practicing marketing professionals with specialized skills relevant to the classroom focus.

The heaviest emphasis will be on class discussion and participation. Discussion will also take place regarding services marketing articles in the news media. You are encouraged to bring in

articles related to topics we cover for class discussion. PLEASE BRING THE **SERVICES MARKETING** TEXT TO EVERY CLASS.

Case studies:

A number of case studies will be assigned from the textbook or other sources. For each case, you are required to turn in a brief, but specific, case analysis (3 to 5 pages, typewritten). You will need to be prepared to discuss your analysis in class. Use Studying and Learning From Cases, as a guide to case preparation (attached). Case study questions will be distributed with each assignment.

Attendance, Participation, Case Preparation:

Your enrollment in this class assumes that you will attend and participate fully in the course.

Examinations:

There will be a midterm and a final exam. The tests will cover class discussion, case studies, and reading material. Each exam is worth 15% of your grade.

Final project:

A final project will be due at the end of the course. This project will summarize each subject covered during the course. Final reports will be given in class. A written report will accompany the oral presentations.

Grading:

Grading will be focused on the following:

Class participation:	40%
Midterm examination:	15%
Final project:	30%
Final examination:	15%

Grades will be assigned on a straight scale, with no curve:

90-100=A
80-89=B
70-79=C
60-69=D
Less than 60=F

Critical dates:

Midterm examination:	Monday, March 8, 2004
Final project presentations:	Monday, April 19 and April 26, 2004
Final examination:	Monday, May 3, 2004

SCHEDULE OF ASSIGNMENTS

January 12, 2004

Class assignment:

Read and discuss in class:

Introduction to Course Content and Expectations

Studying and Learning From Cases

Marketing Definitions

Introduction to Flowcharting

January 19, 2004 **No Class (MLK, Jr. Day)**

January 26, 2004

Class assignment: **CONSUMER BEHAVIOR**

Read:

Chapter 1: Introduction to Services Marketing

Chapter 2: Customer Behavior in Services Processes

Guest Professional: TBA

February 2, 2004

Class assignment: **POSITIONING & THE SERVICE PRODUCT**

Read:

Chapter 3: Positioning Services in Competitive Markets

Chapter 4: Creating the Service Product

Case study: Sullivan's Auto World Ford

February 9, 2004

Class assignment: **COMMUNICATIONS**

Read:

Chapter 5: Designing the Communications Mix for Services

Guest Professional: Cari Bashaw, Marketing Director ERA/John Hausam Realtors

February 16, 2004

Class assignment: **PRICING & REVENUE MANAGEMENT**

Read:

Chapter 6: Pricing & Revenue Management

Case study: Vicks Pizza Corporation

February 25, 2004

Class assignment: **DISTRIBUTORS**

Read:

Chapter 7: Distributing Services

Guest Professional: TBA

March 1, 2004**Class assignment:** **SERVICE PROCESSES**

Read:

Chapter 8: Designing & Managing Service Processes

Case Study: Aussie Pooch Mobile**March 8, 2004****MIDTERM EXAM****March 15, 2004****NO CLASS/SPRING BREAK****March 22, 2004****Class assignment:** **DEMAND & CAPACITY**

Read:

Chapter 9: Balancing Demand & Capacity

Guest Professional: TBA**March 29, 2004****Class assignment:** **SERVICE ENVIRONMENT**

Read:

Chapter 10: Planning the Service Environment

Case Study: Coyote Loco**April 5, 2004****Class Assignment:** **MANAGING PEOPLE**

Read:

Chapter 11: Managing People for Service Advantage

Guest Professional: TBA**April 12, 2004****Class assignment:** **CUSTOMER LOYALTY & FEEDBACK**

Read:

Chapter 12: Managing Relationships & Building Loyalty

Chapter 13: Customer Feedback & Service Recovery

Case Study: Menton Bank**April 19, 2004****FINAL PROJECT PRESENTATIONS****April 26, 2004****FINAL PROJECT PRESENTATIONS****May 3, 2004****FINAL EXAM**

FINAL PROJECT

The objective of this course is to develop an understanding of marketing and its use in developing a successful business. The purpose of the **final project** is to demonstrate your understanding and application of the course materials through either a **comparative market analysis, marketing plan for a new or improved service business or through reading an in-depth marketing book and making a comprehensive report on it.**

I. COMPARATIVE MARKET ANALYSIS

1. Select a service industry in which you are interested (i.e.: travel, health care, entertainment, finance, retail, education, etc.).
2. In both oral form (class presentation) and written form, detail one of the leading service businesses in your field of interest. For example, in the travel industry, you might select an airline, a cruise line, a tourism bureau, a hotel chain, a travel agency, a car rental firm or a resort/destination.
3. Create a comparative analysis between the leader you have chosen and a company (or companies) within the industry that does not enjoy the same success. What strengths and weaknesses do you find in their marketing efforts? How have their efforts enhanced or hindered the company's image and success?

II. MARKETING PLAN FOR NEW OR IMPROVED SERVICE BUSINESS

1. Select a service industry in which you are interested (i.e.: travel, health care, entertainment, finance, retail, education, etc.) or more ideally create your own. Use your imagination. No idea is taboo as long as you can justify it by marketing principles.
2. In both oral form (class presentation) and written form, detail your marketing plan using the Strategic Plan Marketing Guide provided. For example, in the travel industry, you might select an airline, a cruise line, a tourism bureau, a hotel chain, a travel agency, a car rental firm or a resort/destination or an improvement in a part of that business. It could be related to architectural services.
3. Present your plan as you would approach a banker or other investment source in finding funding for your new or improved service business. Make sure to address strengths and weaknesses, competition from related businesses, projected market size and estimate of costs and revenue.

III. BOOK REVIEW

1. Select a book that either takes a comprehensive look at a service or industry or a detailed look at a specific marketing topic. Prior approval of book selection is required.
2. In both oral form (class presentation) and written form, give a detailed review of the book.

3. You will also create a comparative analysis between industry leaders and companies that have not enjoyed the same level of success. What strengths and weaknesses do you find in their marketing efforts? How have their efforts enhanced or hindered the company's image and success?

In either case, to successfully fulfill the requirements of this project, you must include in your presentation an understanding of:

- Branding
- Goals, objectives and strategies
- Planning
- Positioning
- Targeting
- Demographics and psychographics
- Marketing research
- Customer service
- Pricing
- Promotions
- Public relations
- Advertising
- Competition/business intelligence
- Internal management
- Impact of high technology

Samples of corporate or marketing materials (if available) would also be helpful in your presentation, as well as power-point presentations, overheads and printed handouts for the other students.

It is essential that you include your own thoughts as part of your presentation. What do you think about this company or industry? Do you have recommendations to improve or maintain the company's standing within the industry? Do you have a different understanding or a broader appreciation of marketing as a result of your research/reading?

As a reminder, this project represents 30% of your final grade.

We will spend two class periods – April 19 and 26 – in presentations.

Partial List of Books for Final Report

Comeback: The Rise and Fall of the American Automobile Industry by Paul Ingrassi & Joseph B. White

From Dawn to Decadence--500 Years of Western Cultural Life, 1500 to the Present by Jacques Barzun

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars by Joel Glenn Brenner

Fumbling the Future: How Xerox Invented, Then Ignored, the First Personal Computer
By Douglas K. Smith & Robert C. Alexander

The Geography of Nowhere: The Rise and Decline of America's Man-Made Landscape
by James Howard Kunstler

Going Out: The Rise and Fall of Public Amusements_ by David Nasaw

The History of Hell by Alice K. Turner

Hope in a Jar: The Making of America's Beauty Culture by Kathy Peiss

The House of Morgan: An American Banking Dynasty and the Rise of Modern Finance
by Ron Chernow

Land of Desire: Merchants, Power, and the Rise of a New American Culture by William Leach

No Hands: The Rise and Fall of the Schwinn Bicycle Company, an American Institution
by Judith Crown & Glenn Coleman

The Prize: The Epic Quest for Oil, Money, and Power by Daniel Yergin & Joseph Stanislaw

Three Blind Mice: How the TV Networks Lost Their Way by Ken Auletta

Tulipomania : The Story of the World's Most Coveted Flower and the Extraordinary Passions It
Aroused
by Mike Dash

When Giants Stumble: Classic Business Blunders and How to Avoid Them by Robert Sobel

Jack by Jack Welch

The Disney Way by Bill Capodagli & Lynn Jackson

Losing My Virginity by Richard Branson

Nuts by Kevin Freiberg (Southwest Airlines)

Fast Food Nation by Eric Schlosser

American Way of Death Revisited by Jessica Mitford

Profits of Death: An Insider Exposes the Death Care Industries by Darryl Roberts

Customer Service: Extraordinary Results at Southwest Airlines, Charles Schwab, Lands' End,
American Express, Staples and USAA by Fred Wiersema

The Airline Business in the 21st Century by Rigas Dogamis