

SERVICES MARKETING
MARK 4500
COURSE SYLLABUS

TERM Fall 2007
 9:30 – 10:15 201 Fine Arts
 12:30 – 1:45 209 Sanford

INSTRUCTOR

Name *Dr. Peggy Emmelhainz*
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 Please do not call my home after 9 pm or on Sunday.

e-mail pegemmel@terry.uga.edu

OFFICE HOURS

Monday 10:00 – 12:00 and 1:00 – 4:00
Tues./Thurs. 11:00 – 12:00 and 3:30 – 4:00
Friday 10:00 – 12:00
And by appointment

PREREQUISITES

MARK 3000. Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

REQUIRED MATERIALS

Readings packet available from Bel-Jean Copy Center. This is in lieu of a textbook and is mandatory.

COURSE DESCRIPTION

This course examines the nature of services marketing and the unique features that distinguish the marketing of services from the marketing of physical goods. Emphasis is placed on effectively adapting the elements of the marketing mix to retain customers and build loyalty. Models of services marketing including the service profit chain and the service quality gap model are used as a foundation for effective marketing strategies.

COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES.

Upon completion of this course, the student should be able to:

- Explain the distinguishing features of services as compared to physical goods and explain their impact on the marketing mix.
- Review a service experience and determine the factors that influenced the quality of the service provided.
- Apply the concepts of product development and management in a service setting.
- Effectively promote a service.
- Understand the variables involved in pricing a service and be able to able those variables to a specific service environment.
- Apply concepts of demand management in a service setting.
- Analyze the delivery of a service using the service quality gap model.
- Understand the importance of customer retention for service profitability and be able to implement ways to improve retention.

TOPICAL OUTLINE

- Distinguishing features of services as compared to physical goods
- Concepts and application of customer loyalty and relationship marketing.
- The elements of and the application of the service quality gap model.
- The dimensions of service quality.
- The elements of and the importance of the service profit chain.
- Determining, understanding, and influencing customer perceptions of quality
- Designing and executing a customer focused service process (product element of the marketing mix), including issues of service employees and complaint management
- Adapting promotional strategies for services (promotion element of the marketing mix)
- Revenue management and pricing issues unique to services (pricing element of the promotional mix)
- Measuring customer satisfaction after service delivery
- Management and marketing of services capacity and demand management
- The use of technology in marketing services

EVALUATION METHODS

Final course grades will be based upon your performance on the following:

Exam 1	20%
Exam 2	20%
Exam 3	20%
Course Project	20%
In class and homework	<u>20%</u>
Total	100%

Final letter grades will be assigned using the following cut-off points.

A	93 and above
A -	90 – 92.9
B +	87 – 89.9
B	83 – 86.9
B -	80 – 82.9
C +	77 – 79.9
C	73 – 76.9
C -	70 – 72.9
D	60 – 69.9
F	59.5 or below

EXAMS AND MAKE-UP POLICY

Exams will be closed book and will cover all assigned readings and all material covered in class including lectures, cases, and guest presentations. Exams will be all open-ended questions and may include any combination of short answer, essay, and case-based questions. The case based questions may be cumulative. Make-up exams will be given only for legitimate absences (i.e.: verifiable medical emergency, family funeral, official university activity). In case of a medical emergency, you must present a written excuse from a doctor that states that **you were unable to attend school on the exam day**. A time stamp from the health center is **not** sufficient. In any other situation, you must present justification and receive written approval from me in advance of the scheduled exam date. Except in cases of medical emergencies, anyone who does not take an exam as scheduled without prior written approval will receive a zero (0) on the exam

EXAM CONFLICTS

If you have three exams on one calendar day, I will allow you to take the marketing exam the day before it is scheduled. To take advantage of this, you must send me an email one week prior to the scheduled date, showing me the course numbers, professors' names and the times of the exams you have scheduled. You should also include the times you are available the day before the scheduled exam. I will email you back with a time and place for the exam. If you have three exams the day of the final, or you have another exam scheduled at the same time as the marketing final, please email me at least one week prior to the scheduled exam time and I will arrange a mutually convenient time for you to take the final.

CLASS CANCELLATION POLICY

If the university is closed on the day of a scheduled exam, the exam will be held on the next class day. If classes are cancelled the class day before an exam is scheduled, the exam will be rescheduled with the new date announced during the next class meeting.

COURSE FORMAT AND ATTENDANCE POLICY

The course will be conducted on a lecture/discussion/case basis. **You are expected to attend all classes and be prepared to discuss all assigned material in class. If you miss 5 or more classes, regardless of reason, your final course grade will be reduced to the next lower grade** (for instance, from B to B- or from B- to C+). A significant portion of the class will be devoted to the sharing of service experiences and the analysis of cases and articles. Class participation, including volunteered comments, responses to called upon questions, and performance on in-class activities will count toward your grade. I will keep track of your participation on a daily basis by recording your participation level, during and immediately following each class meeting. Your participation will be graded based upon both the quantity of your comments and the qualitative value of your comments, as explained in the attached participation grading information sheet. Approximately every 4-6 class periods, you will be assigned a participation grade. You may be excused from in-class participation/activities for the following reasons: surgery or an **extended** illness where you miss at least 3 consecutive class days (Mon/Tues/Wed for example), university activity (i.e.: participation in a NCAA sport, representing the university at an intercollegiate event, a mandatory field trip), jury duty, or a funeral. To have the activity marked as excused, please provide me a written explanation of your absence the class period you return. Excuses are not permitted for family activities and trips, extended breaks, work conflicts, advising appointments, or missing one class day due to illness. Excused absences mean that any missed activity grade or participation grade for that day will not count towards your course grade. However, the absence will still be counted toward the attendance requirement. Homework will be assigned throughout the course. If you miss a class, you are responsible for determining whether any homework was assigned or if any changes to the assigned reading were during the class period you missed.

ACADEMIC INTEGRITY

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work. Please review the policy at <http://www.uga.edu/ovpi/honesty/acadhon.htm>.

Specifically for this class, all exams, quizzes, and homework assignments are to be individual work. For each in-class exercise, the exercise instructions will clearly indicate whether the assignment is to be individual or group work. Each of the following activities is considered to a violation of test taking and exercise taking procedures in this course. I will automatically institute academic dishonesty procedures if any of these activities occur.

- reading another student’s paper during an exam
- allowing another student to read your paper during an exam
- using any materials or any source other than your own knowledge during an exam
- including the name of a person who is not present on a submitted group activity
- collaborating (discussing approaches, possible answers) on homework assignments or cases
- copying someone else’s homework assignment
- submitting, as your own work, any research or writing that was not performed solely by you.
- Having a cell phone visible during an exam period
- Having an open backpack or loose papers visible during an exam period

WITHDRAWAL POLICY

The midpoint withdrawal date this semester is October 12th. Any withdrawals after that time are automatically assigned a grade of WF by the university, regardless of your performance to date in the class. Withdrawals made before that time will reflect your grade in the class up to the point of withdrawal.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

OPEN DOOR POLICY

I am available to discuss, in a one-on-one setting, your course performance, career advice, future course selections or any other issue. I am in my office most days in addition to my stated office hours. I respond to emails and return phone calls. Feel free to either make an appointment or come by and see me if you have something you want to discuss. I regularly review resumes and write letters of recommendations for students. Please let me know how I can help.

MARK 4500, Fall 2007		
COURSE ASSIGNMENTS AND DUE DATES		
<i>You are responsible for any changes announced in class.</i>		
Aug 16	Introduction to services	
Aug 21	Characteristics of services	<i>Service is Everybody's Business</i> , pp. 1-6
Aug 23	Characteristics of services	
Aug 28	Relationship marketing	<i>Loyalty Based Management</i> , pp. 9-18 and
Aug 30	concepts	<i>From Prisoners to Apostles</i> , pp. 21-38
Sept 04	Relationship marketing	<i>Your Loyalty Program is Betraying You</i> , pp.41-49
Sept 06	applications	<i>Diamonds in the Data Mine</i> , pp. 53-57
Sept 11	Relationship marketing	<i>Why Service Stinks</i> , pp.61-68
Sept 13	Service Quality Model	<i>Attitudes to Service Quality</i> , pp.71-78
Sept 18	Service Expectations	<i>How to Delight your Customers</i> , pp. 81-101
Sept 20	Exam 1	
Sept 25	Design	<i>The Service Offering</i> , pp. 105-117
Sept 27	Service Execution	<i>Putting Service Profit Chain to Work</i> , pp. 121-131
Oct 02	Service execution	<i>Manage Human Sigma</i> , pp. 135-142 and
Oct 04	Service execution	<i>Hire and Train for Relational Competency</i> , pp. 145-160
Oct 19	Complaints	<i>Best Practice Complaint Management</i> , pp. 163-172
Oct 11	Complaints	<i>How to Prevent Your Customers From Failing</i> , pp. 175-184
Oct 16	Complaints	<i>When Service Failure Is Not Service Failure</i> , pp. 187-198
Oct 18	Promotions	
Oct 23	Exam 2	
Oct 25	No class	
Oct 30	Perceptions	<i>Good Guys Don't Always Win</i> , pp. 201-207
Nov 01	CS Measurement	<i>Mystery Shopping: A Tool</i> , pp. 211-222
Nov 06	Project Work Day	
Nov 08	CS Measurement	<i>One Number You Need To Grow</i> , pp. 225-233
Nov 13	Demand	<i>Waiting Time Influence</i> , pp. 237-247
Nov 15	Demand	
Nov 20	No class	
Nov 22	Demand/Pricing	<i>Finding the Lost \$300 Million</i> , pp. 251-265
Nov 27	Pricing	
Nov 29	Exam 3	
Dec 04	This is a Friday class day	
Dec 06	Trends	
Project Presentations:		
9:30 class Thursday, December 13 th , 8:00 – 11:00		
12:30 class Thursday, December 13 th , 12:00 – 3:00		

Participation Grading Information

In each class when we have discussion, I mark a copy of the seating chart to indicate individual comments. If you are not present you get a 0. Citing a fact from the readings or providing a common example gets a √. A particularly insightful comment such as linking material from 2 readings together or tying an example to the readings gets a +. I make these notations as the class progresses, usually immediately after the comments are made or during the next time that I have put up a new PowerPoint topic and you are writing. I review them immediately following each class.

*Approximately every four to six class periods, I combine the notations onto one seating chart. There is no set number of comments that translates to a particular grade. This is because, from class to class, there are different numbers of opportunities to participate. In assigning a number grade, I consider the quality of comments, the number of comments, and the number of days on which comments are made, relative to the opportunities for comments. Below are **general** guidelines I use in assigning a numerical grade.*

*100 – means active participation, with multiple, well thought out comments, + level comments, in all or nearly all of the sessions. **Very few** students receive a 100.*

95 – means participation with mainly examples and statement of facts from the readings, with a few + level comments, in all or nearly all of the sessions, and that you were present the rest of the time.

*85 – **This is the most common grade.** Means you participated at least half of the time, making mostly √ level comments and were present the rest of the time.*

75 – means you made √ level comments in less than half of the sessions and were present the rest of time.

60 - means you were present during the grading period, but did not make any comments.

Below 50 – means you missed multiple classes and did not comment during the classes you did attend.