

COURSE SCHEDULE
MARK 4500 SERVICES MARKETING

Section 01 – 543 MWF 1:25 – 2:15 Sanford 209

UGA - spring 2009

Date	Required reading & assignment due dates	
Part I - Understanding Service Markets, Products, and Customers		
01/09	F	Syllabus review and course intro
01/12	M	Presentation by Tracey Dowling, Assistant Director/Career Consultant, Terry College of Business. Chapter 1 - <i>New perspectives on marketing in the services economy</i> – What are services? How do they differ from goods? Services pose distinctive marketing challenges. Services require an expanded marketing mix. Read “A practical guide to critical thinking”
01/14	W	Ch 01
01/16	F	Ch 01 and "In a dizzying world, one way to keep up: renting possessions" - pp.64-65
01/19	M	No class – MLK Day
01/21	W	Chapter 2 - <i>Customer behavior in service encounters</i> - four categories of services, customers as co-producers; three-stage model of consumer behavior applied to services; customer expectations and perceived risk; theatre as a metaphor for service delivery; role and script theories applied to services
01/23	F	Ch 02
01/26	M	Ch 02 and intro to Ch 03
Part II - Building the Service Model		
01/28/	W	Chapter 3 - <i>Developing service concepts: core and supplementary elements</i> - the value proposition; core and supplementary services; the flower of service – adding value via supplementary elements; branding; developing new services
01/30	F	Ch 03
02/02	M	Ch 03
02/04	W	Read case 1, “Susan Monro, Service Consumer,” pp 492-493. Prepare for class discussion. Note – do not write-up this case.
02/06	F	Chapter 4 - <i>Distributing services through physical and electronic channels</i> - type of service, e.g., hi/lo contact, object/people processing determines channel options; delivering services in cyberspace; global distribution systems
02/09	M	Ch 04
02/11	W	"The strategic levers of yield management" - pp 211-219
02/13	F	Chapter 5 - <i>Exploring business models: pricing and revenue management</i> - objectives and foundation for setting prices; cost-based, value-based, and competition-based pricing; revenue management strategies; ethical concerns and perceived fairness of pricing policies
02/16	M	Ch 05
02/18	W	Due - “Dr. Beckett’s Dental Office,” pp 495 – 497 Selected class members will present and lead discussion of this case

Date			Required reading & assignment due dates		
02/20	F		Chapter 07 - <i>Positioning services in competitive markets</i> – market focus and competitive advantage; segmentation; positioning; branding; positioning maps		
02/23	M		Ch 07		
02/25	W		Ch 07		
02/27	F		Mid-term exam - chaps 1, 2, 3, 4, 5 & 7, "The strategic levers of yield management"		
Part III - Managing the Customer Interface					
03/02	M		Chapter 08 - <i>Designing and managing services processes</i> – blueprinting as a basic tool for understanding and managing service processes; service process redesign; increasing customer participation; balancing demand and capacity; minimizing perceptions of waiting time		
03/04	W		Ch 08		
03/06	F		Ch 08		
03/09-03-13 M – F Spring Break					
03/16	M		Ch 09 - <i>Balancing demand and productive capacity</i> – patterns and determinants of demand; inventorying demand; minimizing perceptions of waiting time; effective reservation systems		
03/18	W		Ch 09		
03/20	F		Ch 09		
03/23	M		Chapter 10 - <i>Crafting the service environment</i> – the servicescape model; dimensions of service environments; engineering customer service experiences Due - service encounter diary – first 3 encounters		
03/25	W		Ch 10		
03/27	F		Chapter 11 - <i>Managing people for service advantage</i> – crucial importance of service personnel; conflicts in boundary-spanning roles; cycles of failure, mediocrity, and success; selection, training, and motivation of service staff; service leadership and service culture		
03/30	M		Ch 11		
04/01	W		Ch 11		
04/03	F		Due - Jollibee Foods Corporation, pp 532-539 Selected class members will present and lead discussion of this case		
Part IV - Implementing Service Strategies					
04/06	M		Ch 12 - <i>Managing relationships and building loyalty</i> - the economics of customer retention; managing the customer pyramid; the wheel of loyalty; loyalty programs; customer churn diagnostics and retention; CRM strategies		
04/08	W		Ch 12		
04/10	F		Ch 12		
04/13	M		Chapter 13 - <i>Achieving service recovery and obtaining customer feedback</i> - consumer complaining behavior; principles of effective service recovery systems; the power of service guarantees; organizational learning through effective customer feedback systems		

Date			Required reading & assignment due dates
04/15	W	Ch 13	
04/17	F		Due - "Hilton HHonors Worldwide Loyalty Wars," pp 579-589. Selected class members will present and lead discussion of this case
04/20	M		Ch 14 - <i>Improving service quality and productivity</i> - defining and measuring quality; service quality models; tools for analyzing and addressing quality problems; the relationship between quality and productivity; defining and measuring service productivity; improving productivity
04/22	W	Ch 14	
04/24	F	Ch 14	
04/27	M		Chapter 15 - <i>Organizing for change management and service leadership</i> - the service profit chain; the services marketing team; from losers to leaders – four levels of service performance; service leadership, culture, and climate Due - service encounter diary – encounters 4 thru 6
04/29	W	Ch 15	
04/30	Th	Open	
08 May – Friday – final exam - 12:00 - 3:00, Sanford 209			
