

SERVICES MARKETING
MARK 4500
COURSE SYLLABUS

TERM Spring 2009
TR, 12:30 – 1:45, Caldwell 105

INSTRUCTOR

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

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OFFICE HOURS

Monday 10:00 – 12:00 and 1:30 - 4:30
Tues./Thurs. 11:00 – 12:00 and 3:30 – 4:30
Friday 10:00 – 1:00
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 Any student not meeting prerequisites will be administratively withdrawn from the class.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 is on WebCT. Please check daily.***

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%
Team project	20%
Team Application Exercise	10%
In class grade/homework	<u>10%</u>
Total	100%

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

A	93 and above
A -	90 – 92.99
B +	87 – 89.99
B	83 – 86.99
B -	80 – 82.99
C +	77 – 79.99
C	73 – 76.99
C -	70 – 72.99
D	60 – 69.99
F	59.99 or below

EXAMS

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

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 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 PROJECT

The primary objective of this course is for you to develop an understanding of the marketing and delivery of services. Course requirements include a team project analyzing the operations of a local service organization. The purpose of the course project is to provide you with an opportunity to determine how a “real world” service provider markets and delivers services. Details on the project will be provided separately. Your team is to make a presentation and turn in the written report during the final exam period.

TEAM APPLICATION EXERCISES

You are to join a team of 4 people. Your team will be assigned one of the exercises listed on the syllabus. For that exercise, your team is to prepare a 20 minute presentation/activity for the class. Your activity can be a summary of additional readings relating to the topic, a case analysis for which

you provide a copy of the case to students in advance and then lead a discussion of the case in class, or an in class activity of some kind. I will work with your team in developing your application exercise, as long as you meet with me at least two weeks prior to your scheduled session.

IN CLASS GRADE

Your in class grade will be an average of your verbal participation grades, quiz grades, homework grades, and in class activity grades. You will receive 3 grades for verbal participation, each reflecting your participation for approximately one-third of the course meetings. Participation will be graded as discussed on the attached guideline. Missed in class activities may not be made up, but you are permitted two drops. If you miss a class due to illness, an interview, taking a make up in another class, etc, then that missed grade (recorded as a 0) may be counted as one of your two dropped grades. In a few very unusual circumstances, you may be excused from an in class grade. These circumstances include things such as a family funeral, a court appearance, hospitalization, and participation in an official university sponsored activity. To have an assignment excused, please provide me written documentation within one week of the missed assignment.

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 or are late to 5 classes, regardless of reason, your final course grade will be reduced one grade (for instance from a C to a C-). Absences are recorded at the beginning of class. If you enter the class after your absence has already been recorded, you will be permitted to participate in the class and will get credit for any in class activity; however, your late entrance will still count towards one of your five absences.

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 withdrawal deadline for this semester is March 24th. Any withdrawals between January 14th and March 24th will be assigned a grade of either WP (passing) or WF (failing) based upon your grade to date in the class. Any withdrawals after March 24th are automatically assigned a grade of WF by the university, regardless of your performance to date in the class. Please note that the university has established a new policy which limits you to a total of four withdrawals during your time at UGA.

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, Spring 2009 COURSE ASSIGNMENTS AND DUE DATES <i>You are responsible for any changes announced in class.</i>		
Jan 8	Introduction to services	
Jan 13 Jan 15	Characteristics of services Characteristics of services	<i>Service is Everybody's Business</i> , pp. 1-6
Jan 20	Rel. Mkt. concepts	<i>Loyalty Based Management</i> , pp. 9-18 and <i>From Prisoners to Apostles</i> , pp. 21-38
Jan 22	Rel Mkt. concepts	<i>Your Loyalty Program is Betraying You</i> , pp.41-49
Jan 27	Rel. Mkt. applications	Team application exercise 1 – services
Jan 29	Rel. Mkt. applications	<i>Diamonds in the Data Mine</i> , pp. 53-57
Feb 3	Rel. Mkt. applications	<i>Why Service Stinks</i> , pp.61-68 Team application exercise 2– rel mkt
Feb 5	Service Quality Model	Team application exercise 3– rel mkt <i>Attitudes to Service Quality</i> , pp.71-78
Feb 10	EXAM 1	
Feb 12	Service Expectations	<i>How to Delight your Customers</i> , pp. 81-101
Feb 17	Service Expectations	Team application exercise 4 –expectations
Feb 19	Service Design	<i>The Service Offering</i> , pp. 105-117
Feb 24	Service Execution	<i>Putting Service Profit Chain to Work</i> , pp. 121-131
Feb 26	Service execution	<i>Manage Human Sigma</i> , pp. 135-142 and <i>Hire and Train for Relational Competency</i> , pp. 145-160
Mar 3	Service execution	Team application exercises 5 and 6 – execution
Mar 5	Complaints	<i>Best Practice Complaint Management</i> , pp. 163-172
Mar 10 Mar 12	Spring Break	
Mar 17	Complaints	<i>How to Prevent Your Customers From Failing</i> , pp. 175-184
Mar 19	Complaints	<i>When Service Failure Is Not Service Failure</i> , pp. 187-198, Team application exercise 7- complaints
Mar 24 Mar 26	EXAM 2 Promotions	

Mar 31	Perceptions	<i>Good Guys Don't Always Win</i> , pp. 201-207 Team application exercise 8 -promotions
Apr 2	CS Measurement	<i>Mystery Shopping: A Tool</i> , pp. 211-222
Apr 7	CS Measurement	<i>One Number You Need To Grow</i> , pp. 225-233, Team application exercise 9–cs measurement
Apr 9	Demand	<i>Waiting Time Influence</i> , pp. 237-247
Apr 14	Demand	Team application exercise 10–demand
Apr 16	Pricing	<i>Finding the Lost \$300 Million</i> , pp. 251-265
Apr 21	Pricing	Team application exercise 11- pricing
Apr 23	EXAM 3	
Apr 28	Project Review	
Apr 30	Monday classes meet	
Final - Presentations: May 7th, 12:00 – 3:00 and other times as announced.		

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.

*Three times during the semester, 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.