

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 apply 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

- Importance of services
- 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 a customer focused service process
- Delivering quality service
- 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/marketing mix)
- Measuring customer satisfaction after service delivery
- Management and marketing of services capacity and demand management
- The use of technology in marketing services

PRINCIPAL COURSE REQUIREMENTS AND GRADING POLICY

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

Exam 1	20%
Exam 2	20%
Comprehensive Exam 3	25%
Team project	25%
Team Application Exercise	<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

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. Occasionally there will be quizzes over the readings which will count as extra credit points on the next exam. If you miss or are late to 4 classes, regardless of reason, your final course grade will be reduced one grade (for instance from a B to a B-). Roll is taken at the beginning of class.

EXAMINATIONS AND EXAM 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

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 5 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. It should not be a review of material already covered in class. 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.

ACADEMIC HONESTY POLICY

As a University of Georgia student, you have agreed to abide by the University’s academic honesty policy, “A Culture of Honesty,” and the Student Honor Code. All academic work must meet the standards described in “A Culture of Honesty” found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

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. While not exhaustive, the list below shows activities which are considered 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
- discussing exam questions with students in the section before or after your class

WITHDRAWAL POLICY

The withdrawal deadline for this semester is October 22nd. 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 prior to that time will be assigned a grade of either WP or WF depending upon your class performance to date. Please note that the university has established a 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 or designee 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.

Services Marketing- Fall 2009 – Any changes will be announced in class

Aug 18	Introduction to services	
Aug 20	Characteristics of services	<i>Service is Everybody's Business</i> , pp. 1-6
Aug 25	Characteristics of services	
Aug 27	Rel. Mkt. concepts	<i>Loyalty Based Management</i> , pp. 9-18 and <i>From Prisoners to Apostles</i> , pp. 21-38
Sep 01	Rel Mkt. concepts	<i>Your Loyalty Program is Betraying You</i> , pp.41-49
Sep 03	Rel. Mkt. applications	Team application exercise 1 – services
Sep 08	Rel. Mkt. applications	<i>Diamonds in the Data Mine</i> , pp. 53-57
Sep 10	Rel. Mkt. applications	<i>Why Service Stinks</i> , pp.61-68 Team application exercise 2– rel mkt
Sep 15	Service Quality Model	Team application exercise 3– rel mkt <i>Attitudes to Service Quality</i> , pp.71-78
Sep 17	EXAM 1	
Sep 22	Service Expectations	<i>How to Delight your Customers</i> , pp. 81-101
Sep 24	Service Expectations	Team application exercise 4 –expectations
Sep 29	Service Design	<i>The Service Offering</i> , pp. 105-117
Oct 01	Service Execution	<i>Putting Service Profit Chain to Work</i> , pp. 121-131
Oct 06	Service execution	<i>Manage Human Sigma</i> , pp. 135-142 and <i>Hire and Train for Relational Competency</i> , pp. 145-160
Oct 08	Service execution	Team application exercises 5 and 6 – execution
Oct 13	Complaints	<i>Best Practice Complaint Management</i> , pp. 163-172
Oct 15	Complaints	<i>How to Prevent Your Customers From Failing</i> , pp. 175-184
Oct 20	Complaints	<i>When Service Failure Is Not Service Failure</i> , pp. 187-198, Team application exercise 7- complaints

Oct 22 **EXAM 2**

Oct 27 Perceptions *Good Guys Don't Always Win*, pp. 201-207

Oct 29 CS Measurement **Team application exercise 8 -promotions**

Mystery Shopping: A Tool, pp. 211-222

Nov 03 CS Measurement *One Number You Need To Grow*, pp. 225-233,

Team application exercise 9–cs measurement

Nov 05 Demand *Waiting Time Influence*, pp. 237-247

Nov 10 Demand **Team application exercise 10–demand**

Nov 12 Pricing *Finding the Lost \$300 Million*, pp. 251-265

Nov 17 Pricing **Team application exercise 11- pricing**

Nov 19 Pricing

Dec 01 **EXAM 3**

Dec 03 Project Review

Dec 08 Friday classes meet

Final presentations:

- 12:30 class: Tuesday, December 15th, 12:00 – 3:00 or alternate time to be scheduled
- 2:00 class: Friday, December 11th, 3:30 – 6:30 or alternate time to be scheduled