MARKETING OF SERVICES
SYLLABUS
MKT 360 001
Department of Management, Marketing and International Business
Nelson Rusche College of Business
Spring 2016

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Office: 403C Business Building (McGee)
Office hours: MW 11:00 AM – Noon and M 2:30 PM – 3:30 PM; TR 1:30 PM – 3:30 PM;
T 4:45 PM – 6:45 PM;
Department/school: Department of Management, Marketing and International Business
Class meeting time and place: 1:00 PM – 2:15 PM MW in BU 167

Course Description: An examination of the unique aspects of service organizations within the field of marketing.

Program Learning Outcomes:

Marketing Program Learning Outcomes
1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)
3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)
5. The student will demonstrate multicultural and diversity understanding. (Diversity)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge)

Emphasis on Ethics, Diversity and Introduction of Business Knowledge.
These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes:
List all student learning outcomes (SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above. In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting.

Text and Materials:
Title: Services Marketing Interactive Approach, 4th edition
Author: Fisk, Grove and John.

Course Requirements:
Students are to read the text book and additional materials that will enable them to develop an understanding of marketing of services and apply marketing of services concepts and theory in specific case-by-case situations.

Research: to address the PLO and SLO statements, students must prove that they understand how to find specific information in and beyond their textbook, work in teams under the stress of actual client demands and prepare and present a project based on direction of the faculty.

Students are held accountable for understanding the materials presented in the text and lecture including preparation and presentation of projects for clients and contests. Clients may be international, national, state or local. They may be corporations, foundations, small businesses or individuals.

Course Calendar:

Week One:
January 19 – January 22:
Report that you read the syllabus by acknowledging so in d2l drop box for “reading syllabus.”
Read Chapters 1 – 4 in the text:
   Understanding Services Marketing
   Framework for Managing Customers’ Experiences
   Plugging into the Information Age
   Planning and Producing Service Performance
Week Two:
January 25 - 29: Review Chapters 1 – 4. Be prepared to discuss ideas and concepts relating to the chapters in the classroom setting. Test 1: Chapters 1-4.

Week Three:
February 1 – 5: Read Chapters 5 – 8
- Designing the Service Setting
- Leveraging the People Factor
- Managing the Customer Mix
- Setting a Price for the Service Rendered

Week Four:
February 8 - 12: Test 2: Chapters 5 - 8

Week Five:
February 15 – 19: Read Chapters 9 – 12
- Promoting the Interactive Service Experience
- Building Customer Loyalty Through Services Quality
- Regaining Customer Confidence Through Customer Service and Service Recovery
- Researching Service Success and Failure

Week Six:
February 22 – 26: Test 3: Chapters 9 – 12

Week Seven:
February 29-March 4: Read Chapters 13 – 15
- Developing Marketing Strategies for Services
- Coping With Fluctuating Demand for Services
- Thinking Globally: “It’s a Small World After All”

Week Eight:

Week Nine:
March 12 – March 20: SPRING BREAK

Week Ten:
March 21 – March 25: Organize into teams to work with client. Meet the client. Thursday, March 24 begins Easter Holidays.

Week Eleven:
March 28 – April 1: Classes resume Monday, March 28 after 4 PM. Prepare for written Marketing of Services Plan and power point presentation to be submitted to client. Review all client specifics to be sure that each is addressed.
Week Twelve:
April 4 – 8: Prepare for written Marketing of Services Plan and power point presentation to be submitted to client. Focus on details.

Evaluate your team. Suggest improvements to the team.

Week Thirteen:
April 11 – 15: Prepare for written Marketing of Services Plan and power point presentation to be submitted to client.

Week Fourteen:
April 18 – 22: Prepare for written Marketing of Services Plan and power point presentation to be submitted to client. Focus on details.

Evaluate your team. Suggest improvements to the team.

Week Fifteen:
April 25 – 29:
Prepare for written Marketing of Services Plan and power point presentation to be submitted to client. Focus on details.

Evaluate your team. Suggest improvements to the team.

Week Sixteen:
May 2 – 6: Review your own team evaluations and those of the client and faculty.

Week Seventeen:
May 9 – 13: Final Exams. If you completed each exam and project requirement, then you have no additional exam in this class. IF YOU MISSED AN EXAM DURING THE SEMESTER YOU WILL TAKE A COMPREHENSIVE MAKE UP EXAM AT THE APPROPRIATE TIME DURING FINALS WEEK TO COUNT FOR THE TEST THAT YOU MISSED.

Grading Policy:
1. Report to class each time it meets, be prepared by reading and reviewing material and be on time. 100 points. Each unexcused absence subtracts 15 points from the 100 points total. Each tardy of up to 5 minutes subtracts 5 points from the total of 100 points. Each tardy over 5 minutes counts as 10 points subtracted from the total of 100 points. Each illness and family event will be evaluated on a per case basis—let Dr. Kahla know about the illness or event within 24 hours of its occurrence via mkahla@sfasu.edu or text to 936-526-3731. Identify yourself in both emails and texts, please. Students competing for the University please provide a schedule for me so that your absences for competition will be excused, NSAC, Athletics, SAM, AMA and/or other competitions, total: 100 points

2. Team Project: You will work effectively in a team to complete a Marketing of Services written and power point project for a client. Written Project: 100 points; Power Point Project: 100 points

3. Complete the 4 Exams: 50 points each, total: 200 points
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Total: 500 points
A: at least 450 points
B: at least 400 points and less than 449 points
C: at least 350 points and less than 399 points
D: at least 300 points and less than 349 points
F: less than 300 points

Class Policies: DO NOT CHEAT. DO YOUR OWN WORK. LEARN TO WORK IN A TEAM SETTING. And, then, note the following:

Student Academic Dishonesty (University Policy 4.1)

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5)

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.