
Catalog Description: Examination of the unique aspects of services organizations within the field of marketing. Prerequisite: junior standing.

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. 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/u-plo.asp.

Student Learning Outcomes:
1) Identify the fundamental terms and concepts that are commonly used in marketing and apply them to service organizations.
2) Recognize and appreciate the differences between well-run and poorly run service operations.
3) Be sensitive to the differences in domestic and foreign service operations.
4) Ascertain the differences between ethical and unethical decisions in service business situations.
5) Demonstrate knowledge of the financial measurement tools common to a services enterprise.

Student's Responsibility: The student should come to class prepared to discuss the assigned readings.

Attendance Policy: Attendance is not mandatory but missed assignments and quizzes cannot be made up.

Grading Policy: The course grade for this class will be determined from the scores on three exams (two exams for modules 1 and 2, and one comprehensive final exam covering modules 1–3), service marketing plan, reading quizzes, Kahoot.it in class assignments, and in-class assignments and homework. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>Services Marketing Plan</td>
<td>350 pts</td>
</tr>
<tr>
<td>Quizzes</td>
<td>120 pts</td>
</tr>
<tr>
<td>Kahoot.it In Class Assignments</td>
<td>50 pts</td>
</tr>
<tr>
<td>In-Class Assignments &amp; Homework</td>
<td>80 pts</td>
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<tr>
<td>Total Points</td>
<td>1000 pts</td>
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*Final grades will be determined using the policy outlined by the University:
A = 894.5-1000 (89.45 – 100%)
B = 794.5-894.4 (79.45 – 89.44%)
C = 694.5-794.4 (69.45 – 79.44%)
D = 594.5-694.4 (59.45 – 69.44%)
F = 594.4 or below (59.44% or below)
FALL 2017
Course Requirements:

**Exams:** There will be three exams. The first exam, worth 100 points (10%), will only cover material in module 1. The second exam, worth 100 points (10%), will only cover material in module 2. The final exam, worth 200 points (20%), is comprehensive but will focus mostly on module 3. Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions.

**Services Marketing Plan:** Students will complete an overview of a Marketing Plan for an actual company. These companies have been determined prior to the semester based on the type of service they offer, as well as location. Students will work in groups to develop this Marketing Plan, under the supervision of the instructor and company representatives.

This marketing plan will include elements described in the lecture notes and will follow additional guidelines supplied by the instructor. Groups will be formed at the beginning of the semester on the first day of class. Students will work on the marketing plan throughout the semester, and complete the written portion of the overview by the first date of presentations. This paper should be 4 to 6 pages in length.

The written plan (worth 50%, or 175 points) and presentation (worth 50%, or 175 points) are worth 350 points toward your final grade. A major emphasis should be placed on presentation design during the oral presentations. This includes finding a unique but appropriate style to the presentation slides (example: PowerPoint slides). An oral presentation grading rubric is located on D2L.

**Reading Quizzes:** There will be eight (8) reading quizzes in this course. Students will need to read the assigned chapter before class in order to be prepared to participate in class discussions. Each quiz is worth 15 points (1.5% of their final grade), totaling 120 points. There will be no reading quizzes for Module 3, as students will need extra time to focus on their marketing plans. Here is a schedule of the reading quiz assignments and due dates (all quizzes are due by the time class starts on the date it is due):

**Module 1:**
- Quiz #1 – Chapter 1 – September 7th
- Quiz #2 – Chapter 10 – September 7th
- Quiz #3 – Chapter 13 – September 14th
- Quiz #4 – Chapter 12 – September 26th

**Module 2:**
- Quiz #5 – Chapter 4 – October 5th
- Quiz #6 – Chapter 5 – October 10th
- Quiz #7 – Chapter 7 – October 12th
- Quiz #8 – Chapter 8 – October 19th

**Module 3: NO READING QUIZZES**

Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. Due dates are listed above and on D2L. Students may take each quiz as early as they wish; they are opened to everyone on the first day of the semester. Quizzes will consist of 15 questions. The quizzes also have a 15 minute time limit. Quizzes are closed book; academic integrity is expected. In the event the instructor deems the integrity of the quizzes to be in jeopardy, the instructor reserves the right to change the format of the quizzes at any time. This would include the changing of quizzes to “in-class” format.

**Kahoot.it In Class Assignments:** Every day we cover a chapter, there will be a Kahoot game played. This game could happen at any point of the class (including the beginning of class). This game resembles a trivia style game. However, the questions asked will relate to the material in the chapter being covered. This is
In-Class Assignments and Homework: Eight percent (80 points) of the student’s final grade will come from their participation in class assignments and homework. Please keep in mind; it is very hard to participate if you are not in class on a regular basis.

Late Work / Make-Up Policy: Assignments turned in late will not be accepted. Students missing class for university excused absences must make arrangements to turn in assignments on or before the due date.

Class Policies: Cell Phones, Computers, & Devices Used in Class – Use of cell phones for texting, social media, etc., during class is disrupting. If you need to make/received a phone call, text message, or the like, please step outside. In addition, please feel free to bring any electronic devices that will aid in your learning. However, please refrain from using these devices for anything other than class related activities.

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.

Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
FALL 2017

TENTATIVE COURSE CALENDAR
Tuesday & Thursday: 9:30am – 10:45am

Module 1: Foundations of Services Marketing
Reading Assignments: Chapters 1, 10, 13, & 12

August 29  Introduction / Syllabus / Assignments Overview
August 31  Chapter 1 Understanding Services Marketing (Select Cases)
September 5  Chapter 7 Building Customer Loyalty Through Service Quality
September 7  Guest Speakers – Project Clients (ATTENDANCE IS ESSENTIAL!!!!)
September 12  Chapter 13 Developing Marketing Strategies for Services
September 14  Chapter 13 Developing Marketing Strategies for Services
September 19  Marketing Plan Workday – Location: Library 107AA Info Lab 1
September 21  Chapter 12 Researching Service Success and Failure & Review for Exam
September 26  Marketing Plan Workday – Location: Library 107AA Info Lab 1
September 28  Marketing Plan Workday – Location: Library 107AA Info Lab 1
October 3  Module 1 Exam – Location: Library 107AA Info Lab 1

Module 2: Interactive Service Experiences
Reading Assignments: Chapters 4, 5, 7, & 8

October 5  Chapter 4 Planning & Producing the Service Performance
October 10  Chapter 5 Designing the Service Setting
October 12  Chapter 7 Managing the Customer Mix & Chapter 8 Introduction
October 17  Marketing Plan Workday – Location: Library 107AA Info Lab 1
October 19  Chapter 8 Setting a Price for the Service Rendered & Review for Exam
October 24  Review for Exam & Marketing Plan Workday (if needed)
October 26  Module 2 Exam – Location: Library 107AA Info Lab 1

Module 3: Marketing Concerns for Services & Market Plan Presentations
Reading Assignments: Chapters 9, 3, & 6 (NO READING QUIZZES)

October 31  Chapter 9 Promoting the Interactive Service Experience
November 2  NO CLASS – WORK ON Marketing Plans
November 7  Chapter 3 Plugging into the Information Age
November 9  Chapter 6 Leveraging the People Factor
November 14  Marketing Plan Workday – Location: Library 107AA Info Lab 1
November 16  Services Marketing Plan Presentation (#1) – Services Marketing Plan Papers Due
November 18-26  NO CLASS – THANKSGIVING (FULL WEEK)
November 28  Services Marketing Plan Presentation (#2)
November 30  Services Marketing Plan Presentation (#3)
December 5  Services Marketing Plan Presentation (#4)
December 7  Review for Final Exam
December 12  Final Exam 8:00am – 10:00am – Location: Library 107AA Info Lab 1

Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
FALL 2017

Rusche College of Business

General Student Policies:

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 it 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.
Syllabus Statement of Understanding

I have read, understand, and agree with the policies and requirements for the fulfillment of this class (MKT 360 001). The policies and procedures were explained thoroughly by the instructor and I have been given the opportunity to clarify any questions concerning these policies. I understand the instructor’s policy on make-up work and missed assignments. It has been explained and I understand that my final grade will be determined exactly according to the grading system set forth in this syllabus. I have been provided with a copy of the class syllabus for future reference.

Signature: ____________________________________________________________

Name (printed): ________________________________________________________

Date: ___________________________