MARKETING OF SERVICES
SYLLABUS
MKT 360 001
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2017

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Office hours: MW: 8:00 AM – Noon; T: Noon – 2:00 PM
Class meeting time and place: 1:00 PM – 2:15 PM MW in BU 477

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

Class Rules: Following these few rules will help to maximize your learning experiences and those of your classmates:

- Attend each class.
- Be on time to class, team meetings and events related to the project.
- Read the assigned material, turn in all required work on the day it is due.
- Participate in individual and group activities and discussions.
- Treat everyone in the class with respect and courtesy.
- Demonstrate professional behavior and use language appropriate for classroom learning.
- Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
- Ask questions!

Communication:
- Please check your SFA.Jacks.Edu mail at least once a day.
- D2L will be the official tool in your MKT 352 class for communicating the important reminders, announcements and further assignments and directions. You may email the professor at mkahla@sfasu.edu or text at (936) 526-3731. If you text, please identify yourself in the text.

Program Learning Outcomes:
Marketing of Services
Spring 2018

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.
Marketing of Services
Spring 2018

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: Getting Acquainted**
- 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: Client Information and Planning**
- Review Chapters 1 – 4. Be prepared to discuss ideas and concepts relating to the chapters in the classroom setting.
- Learn more about your client

**Week Three: Planning the Project**
- Divide into either departments and/or teams to complete the project for your clients.
- 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: Continue Project and Study**
- Meet in teams to work on project.
- Report progress to the class.
- Review Chapters 5 - 8

**Week Five: Project and Design**
- Meet in teams and report progress to the class.
- 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: White Paper**
- Review white papers and their purpose.
- Review Chapters 9 – 12

**Week Seven: White Paper**
- Prepare a white paper for your client.
- 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: Project and Test**
- Meet in teams to work on project.
- Chapters 13-15.

**Week Nine: Continue planning for project**
- Meet in teams and work on project.

**Week 10: Spring Holidays!**

**Week Eleven: Complete the Plan and Easter Break**
- Prepare 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: Invite the Clients**
- 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: Present to the Client**
- Prepare for written Marketing of Services Plan and power point presentation to be submitted to client.

**Week Fourteen: Evaluations**
- Continue preparing for the client presentation.
Review the presentation of your Marketing of Services Plan and power point presentation.
Focus on details.
Evaluate your team.
Suggest improvements to the team.

**Week Fifteen: Follow up with Client**
- Prepare written follow up materials and send them to the client.
- Evaluate your team.
- Suggest improvements to the team.

**Week Sixteen: Review**
Review your own team evaluations and those of the client and faculty.

**Week Seventeen:**
Final Exams. Complete yours at the appropriate time.

**Grading Policy:**
1. 8 Weekly progress reports and 2 team evaluations for your team 10 points each: 100.
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 2 Exams: 50 points each, total: 100 points
   **Total: 400 points**

A: at least 360 points
B: at least 320 points and less than 359 points
C: at least 280 points and less than 319 points
D: at least 240 points and less than 279 points
F: less than 240 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](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.