MARKETING OF SERVICES, MKT 360  
Department of Management and Marketing  
Nelson Rusche College of Business  
Spring 2019

PROFESSOR
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Office: 403C, McGee Business Building, fourth floor
Office hours: MW 11:00 AM – Noon; 2:30 PM – 4:45 PM
T 3:15 PM – 6:45 PM, or by appointment.
Class, location and hours:  
MKT 360 001: BU 477, MW 1:00 PM – 2:15 PM;
MKT 352 001: BU 455, TR 2:00 PM – 3:15 PM;
MKT 513 022: BU 455, T 6:45 PM – 9:15 PM.

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

COURSE DESCRIPTION
Course Description: An examination of the unique aspects of service organizations within the field of marketing. In addition to reading the text, students will also read materials outside the classroom, approximately 3 hours per week, that are relevant to developing marketing strategy for various services that are presented and discussed in class.

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.
  • Brightspace d2l will be the official tool in your 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.

**GRADES**
The following tasks will be completed during the semester:

**Exams:**
- Midterm 50 points
- Final 50 points
- **subtotal 100 points**

**Article/Case**
- Preparation 25 points
- Presentation 25 points
- **subtotal 50 points**

**Team Project:**
- Individual reports 50 points
- Peer reports 50 points
- Printed report 50 points
- Presentation 50 points
- **subtotal 200 points**

*Professional Behavior:*
- **50 points**
- **Grand Total 400 points**

*Representing yourself as a student that is seeking understanding of concepts and applications that will enhance her/his personal and career goals.

**SCHEDULE**

**Week One**

Planning and Organization
Introductions of students and professor. Overview of material:
Growth of services throughout the world.
Impact of services on world economy.
Somethings that you want your colleagues and professor to know about yourself.

**Week Two**

Schedules for teams, reports and text material.
Information about cases/articles.
Continue reading materials that focus on the marketing plan and marketing of services.
Characteristics of services compared to those of products. Examples.

**Week Three**
Questions about articles and text material
Characteristics of quality of service. Examples.
• First presentation of an article/case.
• Ask about Jobs4Jacks and the Handshake Platform.

Week Four
Continue with articles and text
GAP ANALYSIS: Basis for studying marketing of services.
• Article/case presentation(s)

Week Five
Continue with articles and text
GAP ONE
• Product adoption, diffusion of innovations, new products and services

Week Six
Continue with articles and text
GAP TWO
• Article/case presentation(s)

Week Seven
Continue with articles and text
GAP THREE
• Article/case presentations
• Prepare for midterm

Week Eight
Continue with articles and text
GAP FOUR
• Complete your midterm per instructions.

Week Nine
Spring holidays March 16 –24

Week Ten
Review the four gaps. Meet the client. Now, you will meet the client. Listen carefully to what the client emphasizes. Ask about specific objectives that the client wants to achieve. Arrange for contact times, numbers and emails.

GAP FIVE

Week Eleven
SERVQUAL. Using the concept of GAP Analysis and SERVQUAL, begin evaluating the services provided by the client to specific consumers. Initiate project meeting times and preparation.
Week Twelve

Prepare
• Team reports to class
• Participate in the project with your team members!
• Continued work on Project

Week Thirteen

Prepare the Project
• Team reports to class
• Participate in the project with your team members!
• Invite client to presentation for week fifteen.

Week Fourteen

Prepare to Present the Project
• Practice presentations.
• Submit written plan and presentation materials to faculty and client.
• Note any location, time or other change needed to present the project to the client.

Week Fifteen

Present to Client
• Present to the client.
• Follow-up with the client via thank you note and any materials that the client may have requested from you and your team.

Week Sixteen

Dead week.
• Debriefing regarding your contributions to the completed project
• Review for final

Week Seventeen

Final
• Final: Topics since mid-term, article presentations and presented project. Check with the professor for specific instructions for the final.

Course Requirements
Students are to read relevant marketing articles and text, work effectively in teams and work well with an actual client.

Students must prove that they understand how to find specific information in and beyond class by completing secondary and primary research for an approved project or marketing plan.
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

LEARNING OUTCOMES
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/ugplo.asp.

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.

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.