MARKETING OF SERVICES, MKTG 3360
Section 001
8:00 a.m.-9:15 a.m., TR
Department of Management and Marketing
Nelson Rusche College of Business
Fall 2021

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Office: 403C, McGee Business Building, fourth floor
Office hours: TR: 9:30 a.m. - 11:00 a.m.; 12:30 p.m. – 2:00 p.m.; 3:30 PM – 5:30 PM; or, by appointment. Zoom office hours are available, meeting id and passcodes posted on news for d2l your class and section.
Department: Management and Marketing
Class, location and hours: MKTG 3360 001: TR 8:00 a.m.-9:15 a.m.;
MKTG 3360 002: TR 11:00 a.m.-12:15 p.m.;
MKTG 3352 001: TR 2:00 p.m.-3:15 p.m.

TEXT: Zeithaml, Valarie A., Bitner, Mary Jo, and Gremler, Dwayne D. Services

COURSE DESCRIPTION
MKTG 3360: Emphasis on the formulation and implementation of marketing programs and strategies covering marketing mix variables such as products, pricing, channels of distribution and promotion. Then, relating basic marketing principles to enhancing marketing of services in which the overall GAP model and R. A. T. E. R. presented by Zeithaml, et. al. will be applied throughout the semester.
Two key learning objectives:
1. Understanding and effectively using the fundamental frameworks, processes and analysis tools of marketing of services;
2. Using the “first principles” of marketing strategy to solve marketing challenges in the world of marketing of services.

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

**Student 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

**CLASS RULES**
Following these few rules will help to maximize your learning experiences and those of your classmates:
• Attend each class. Notify professor if you will not be in 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 MKT 360 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:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>100</td>
</tr>
<tr>
<td>Final</td>
<td>100</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>200 points</strong></td>
</tr>
</tbody>
</table>

Exams include objective and subjective questions and cases, will cover material that is presented in the text, from speakers and events and in the classroom. Exams are online, will open on a specific day and will be available for that day, one-hour on availability once it is opened.

In-Class Work:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>25</td>
</tr>
<tr>
<td>Presentation</td>
<td>25</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>50 points</strong></td>
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</tbody>
</table>

Throughout the semester, several in-class activities that involve students working on problems and presenting their answers, either as individuals or in team settings, will be presented. These activities are announced in class and are prepared by students in class the day they are introduced. Students may Zoom in to class activities.

Team Project:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Individual reports</td>
<td>50</td>
</tr>
<tr>
<td>Peer reports</td>
<td>50</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>50 points</strong></td>
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</tbody>
</table>

Team Project includes:

- Each student in a team presents a journal of her/his work regarding the project.
- Each student reports on her/himself and all the other students on the team regarding meaningful, useful contributions to the project, attendance at meetings, and overall knowledge of the project.
- Each team will prepare at least two copies of an actual, hard copy report of their project. One copy remains with the professor, the other copy goes to the client. An outline will be distributed in class.
- Each team will present to the client. The presentation will include at least viable solutions to the challenge presented by the client. Teams will receive presentation directions distributed in class later in the semester.

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Printed report</td>
<td>50</td>
</tr>
<tr>
<td>Presentation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>200 points</strong></td>
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</table>

Professional Behavior:

This section includes attending C2C conference, career fairs, speakers, professional organization meetings and overall abiding by the class rules section of this syllabus.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>50 points</strong></td>
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</table>

Grand Total  500 points
SCHEDULE

Week One
Chapter 1: Introduction to Services
Chapter 2: Conceptual Framework, The GAPS Model of Service Quality

Week Two
Continue with Chapter 2, understanding the GAPS Model.
Introduction of RATER as characteristics of Service Quality.
Introduction of Client(s); determine teams, present project requirements.

Week Three
Part 2: Focus on the Consumer
Chapter 3: Consumer Behavior in Services
Chapter 4: Customer Expectations of Service

Week Four
Chapter 5: Customer Perceptions of Service
Review of first 5 chapters, updates on progress toward completing client project.

Week Five
Part 3: Understanding Customer Requirements
Chapter 6: Listening to Customers through Research
Chapter 7: Building Customer Relationships

Week Six
Chapter 8: Service Recovery
Updates on progress toward completing project for client.

Week Seven
Part 4: Aligning Service Design and Standards
Chapter 9: Service Innovation and Design
Chapter 10: Customer Defined Service Standards

Week Eight
Chapter 11: Physical Evidence and the Service Scrape
Updates on progress toward completing project for client.

Week Nine
Review; organize teams; develop team work strategies

Week Ten
Part 5: Delivering and Performing Service
Chapter 12: Employees’ Roles in Service Delivery
Chapter 13: Customers’ Roles in Service Delivery

Week Eleven
Chapter 14: Delivering Service through Intermediaries and Electronic Channels
Chapter 15: Managing Demand and Capacity

Week Twelve
Chapter 16: Managing Service Promises
Chapter 17: Pricing of Services

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.

Week Sixteen
• Follow-up with the client via thank you note and any materials that the client may have requested from you and your team.
• 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.
**Academic Integrity (4.1)**

Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf](http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf).

**Withheld Grades Semester Grades Policy 5.5)**

Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. For additional information, go to [http://www.sfasu.edu/policies/course-grades-5.5.pdf](http://www.sfasu.edu/policies/course-grades-5.5.pdf).

**Students with Disabilities**

Please copy and paste the following statement and place in your course syllabus.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 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/](http://www.sfasu.edu/disabilityservices/)

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.