

**Florida A&M University School of Business and Industry SERVICES
MARKETING Course MAR 4841 Fall 2011: Cintas, Inc., Committed
Corporate Partners- Chemical Products Investigation**

Instructor: Dr. Roscoe Hightower, Jr.

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Students whose names do not appear on the class list will not be permitted to participate (take exams or receive credit) without first showing proof of registration by 09/06/11.

SBI MISSION STATEMENT

"The mission of the School of Business & Industry (SBI) at Florida A&M University (FAMU) is to produce graduates capable of excelling as future leaders in global business, industry, and commerce... SBI also aspires to be recognized nationally and internationally as a preeminent center of excellence in business." View the entire SBI mission, values, and vision statements at the following link <http://fam.edu/sbi>

Prerequisites

Successful completion of MAR 3023, or Dr. Hightower's signed permission. FALL 2011 students must sign the **Cintas, Inc. Confidentiality and Nondisclosure Agreement** and return to Cintas, Inc. c/o Dr. Hightower prior to 9/6/2011. **If you do not sign the confidentiality agreement, then you will not be eligible to successfully complete this course during the fall 2011 semester, and should drop this course immediately.**

Course Objectives

The objective of this class is to introduce the participant to the marketing of services. The intent of this course is to introduce, discuss, and analyze several topics important to service businesses. After completing this course, students should be able to:

- Understand the unique challenges involved in marketing and managing services.
- Identify differences between marketing in service versus manufacturing organizations and understand how "service" can be a competitive advantage in manufacturing organizations.
- Identify and analyze the various components of the "services marketing mix" (three additional P's)
- as well as key issues required in managing service quality.
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management.
- Build upon important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report writing) through active learning activities and other classroom exercises.

Course Objectives Continued

- Become better, more aware, and maybe less naive services consumers.
- Enjoy themselves while accomplishing all of the above.

Additionally, the course assignments are designed to continue to improve students' verbal, written, and thinking skills in preparing them for positions in the business world. This is an official "**Hybrid Class**" sanctioned by the SBI Dean and Florida A&M University. Meaning, but not limited to this class will be facilitated through electronic means and technology to enable learning to take place both from a traditional and distance learning setting. This is an experimental course with a great deal of potential learning exposure for the students enrolled. For example, our corporate partner for the semester (i.e., Cintas) will at the appropriate time be able to provide the students with first hand direct corporate feedback on real world corporate issues via things like discussion boards that are part of the course. In addition to real time lectures to the class as well as feedback on the students' case presentations.

Policy Statement on Non-Discrimination

It is the policy of Florida Agricultural and Mechanical University to assure that each member of the University community be permitted to work or attend classes in an environment free from any form of discrimination including race, religion, color, age, disability, sex, marital status, national origin, veteran status and sexual harassment as prohibited by state and federal statutes. This shall include applicants for admission to the University and employment.

Academic Honor Policy

The University's Academic Honor Policy is located in the FANG Student Handbook, under the Student Code of Conduct- Regulation 2.012 section, beginning on page 55-56.

ADA Compliance

To comply with the provisions of the Americans with Disabilities Act (ADA), please advise instructor of accommodations required to insure participation in this course. Documentation of disability is required and should be submitted to the Learning Development and Evaluation Center (LDEC). For additional information please contact the LDEC at (850) 599-3180.

<h3><u>Academic Learning Compact</u></h3>
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The School of Business and Industry has identified five outcomes that are desired in each student who graduates from the program. **Students majoring in business administration** should become familiar with these outcomes and methods that will be used to assess them.

- 1. Communication Skills:** Graduates of the SBI Program will demonstrate proficiency in oral and written communications.

Direct Measure: Students will receive a mean score of 70% in oral and written communications projects in this course.

Indirect Measure: Oral and written communication skills of the graduates will be evaluated during their in class presentation.

- 2. Critical Thinking Skills:** Graduates will demonstrate the ability to use critical and strategic thinking in analyzing, synthesizing, and evaluating various types of service organizations, reports and research publications.
 - Direct Measure:** Students will earn a mean score of 70% or better on coursework and assigned learning activities.
 - Indirect Measure:** Graduates' critical thinking skills will be evaluated using feedback provided by companies that regularly hire SBI graduates.
- 3. Specific Content Knowledge:** Graduates will demonstrate an understanding of knowledge, concepts and skills necessary to obtain entry-level positions in business.
 - Direct Measure:** Students will earn a mean score of 70% or better on coursework and assigned learning activities.
 - Indirect Measure:** Graduates' specific content knowledge skills will be evaluated using feedback provided by companies that regularly hire SBI graduates.
- 4. Advancement to Graduate or Professional Programs:** Graduates will pursue opportunities for graduate and/or professional education.
 - Direct Measure:** Those graduates that are interested in obtaining advanced or professional degrees are capable of entering those programs.
 - Indirect Measure:** Graduates score the necessary minimum entrance exam scores.
- 5. Technology Literacy:** Graduates will demonstrate proficiency in the use of presentation, spreadsheet programs, Internet, and current word processing technologies.
 - Direct Measure:** Students will earn a mean score of 70% or better on material that incorporates the Internet, examinations, research, tests and projects utilizing Excel, PowerPoint, MS Word, and other software programs.
 - Indirect Measure:** Companies continuing to hire SBI graduates given students' experience level with the Internet, Excel, PowerPoint, MS Word, and other software programs.

Course Description

Why study services marketing? The U.S., as well as much of the world economy, is dominated by services. In the U.S. approximately 75% of the labor force, 70% of the GNP, 45% of an average family's budget, and 32% of exports are accounted for by services. Yet, business school courses traditionally have focused on the manufacturing sector of the economy. This course is designed for students who may be interested in working in service industries and will address the distinct needs and problems of service firms in the area of marketing. The primary theme of the course is that service organizations (e.g., banks, educational institutions, hospitals, hotels, professional services, transportation companies) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on marketing concepts from other courses (i.e., MAR3023) to make them specifically applicable in service industry settings. A second theme of the course focuses on the role of service in manufacturing businesses. This course will suggest ways that firms in the manufactured goods sector might use "service" as a primary source of competitive advantage.

This course won't enable students to step directly into the role of Vice-President of Marketing at a Fortune 500 service company. It will, however, help students to gain an understanding of services marketing issues and provide a good foundation for other marketing classes and future business endeavors (i.e., entrepreneurship, professional selling).

The class is conducted in **seminar Hybrid-format** which means that class discussions will be interactive and that class participation is anticipated and required in order to pass the course. Time will be specifically devoted to the discussion of the topics listed on the schedule, however, the class discussions will not necessarily be limited to these issues. Guest lecturers/executives from Cintas, Inc. will be a significant part of this semester's classes on September 15, 20, and December 1, 2011. These visits should enable the student, if successful, to interview for internship and permanent placement opportunities with one of America's leading service firms.

Class Participation

Class Participation is expected and required. Simply showing up is not considered "passing" performance. It is the quantity and quality of your input that will be assessed. You should read all assignments prior to class and be prepared to discuss them in detail. On a scale of zero to 100, the students' grade starts at zero and is enhanced based on their participation in classroom activities (i.e. Cintas, Inc. case preparation and competition). This grade is subjective in nature and is based on the professor's assessment of the students' preparedness, participation, and attitude toward class assignments, activities, discussions, etc (i.e., especially the Cintas case competition). Likewise, I would expect to see everyone enrolled in this course signed up for, participate in, and perform well in an internship and or permanent placement interview with Cintas Inc., during their visit during the 2011 Career Exposition, and their return visit later in the semester.

Course Materials

Text: Lovelock, Christopher; Jochen Wirtz, and Patricia Chew ***Essentials of Services Marketing***, Prentice Hall Pearson, 2009, Singapore, ISBN: 981-06-7995-5.

Readings- Various Articles some of which are identified on page 6 of syllabus

Course Requirements

Grading

COURSE EVALUATION & CLASS POLICIES

Your grade in this course will be based on two examinations, a group project, homework assignments and class participation. The approximate weighting for these grading criteria are as follows:

First Exam	20%
Second Exam	20%
Homework & Quizzes & Discussion Board	10%
Midterm Cintas Project Presentation	15%
Final Cintas Project Presentation	25%
Class Participation	10%
	100%

The Honor Code will be strictly followed. Cheating and/or dishonesty will result in the receipt of an "F" for the course and charges filed with the University for expulsion from school.

Exams

Two in-term exams and an **optional** comprehensive final exam will be given. **No make ups, early or late exams will be given.** If an in-term exam is missed for any reason the lowest test score will be doubled and replace the missed exam. It is recommended that you start the semester with really good test scores in preparation for the normal end of semester difficulties in other classes. The examinations may consist of multiple choice, fill in the blank, short answers, and essay questions. **The exams will cover the text material** (Lovelock, Christopher; Jochen Wirtz, and Patricia Chew *Essentials of Services Marketing 2009*) **plus additional material covered in class.** The exams will be accessible on line. No make up exams will be given. In case an exam is missed the professor will replace the missed score with the lowest test score. You must **take** at a minimum one in semester exams in order to have a chance at passing the course. Note: If you miss two in semester exams you should withdraw from class in order to avoid receiving a failing grade. Grades are earned as specified by the Florida A&M University student Handbook (90 and Above-A, 80-89 B, 70-79 C, 60-69 D, 59 and Below-F).

Cintas Active Learning Initiative Services Project Fall 2011

Must Complete, Sign, and Return the attached Cintas, Inc. Confidentiality and Nondisclosure Agreement to Cintas, Inc. c/o Dr. Hightower no later than 9/2/10.

Project/Presentation - You will be responsible for researching "Cintas and its new Chemical Cleaning Products". You will be graded on an oral fifteen minute in-class presentation and a fifteen page typed double spaced well-cited research paper in APA format (see reference librarian for information on the American Psychological Association (APA) format). You will be graded on content, thoroughness, style, delivery, and a written presentation outline. This is a winner take all Team Competition. More at a later date on the prizes available from Cintas and SBI (i.e., bragging rights, implementation of winning team's suggestion, awards, potential internship and permanent placement opportunities-depending on your individual performance in the interview process and screening results, winning team presents to COO of Cintas, Inc. on December 1, 2011). Detailed outlines are due at least one class period prior to the presentation date. **Late assignments will not be accepted.** Midterm case presentations are in October (i.e., Full Dress). This means that on or about the first week in October, 2011 detailed paper/presentation outlines are due. All final case papers are due at the beginning of class the week prior to Thanksgiving. Presentations (i.e., Full Forum Dress) will begin on the week after Thanksgiving (15 minute full multimedia, professional format) and conclude when the last group presents. You are to self-select into four person teams (no team can have more than four members). You have until Friday September 2, 2011 to submit your team to the professor via a Microsoft Word attachment to an email. The professor will verify and finalize the teams. These teams will be permanent for the entire semester and will account for 40 percent of your final grade, thus **MAKE WISE DECISIONS!** Class time will be provided to facilitate group cohesion, bonding, and dynamics on occasion. You should make good use of this time given for this very demanding project. Cintas will be participating with

us throughout the semester (i.e., guest lecturers/executives from Cintas, Inc. will be a significant part of this semester's classes on September 15, and December 1, 2011) and will participate in the final group presentations. Needless to say, this is a high visibility, high importance, potentially career establishing opportunity!

Hints For Success

- Show up and pay attention - don't read, yak, or otherwise be rude!
- All assignments must be typed using 12-point typeface.
- Start your research assignment no later than the second class meeting.
- Remember everything that you read applies to every test and all research assignments.
- Read each assignment prior to lecture and discussion in class.
- Review exams in Dr. Hightower's office after each exam.
- Win the Cintas Experiential Services Project Competition
- Interview with Cintas, Inc.

Selected Readings

- Hightower, Jr., Roscoe (2012), "Introduction to Green LEED Servicescapes for Facility Managers", *Journal für Facility Management*, (in press).
- BRÜGGEN, ELISABETH C, BRAM FOUBERT, and DWAYNE D GREMLER (2011) "Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape," *Journal of Marketing*, 75(5), 71-87.
- Hightower, Jr., Roscoe (2010), "Commentary on Conceptualizing the Servicescape Construct in 'A Study of the Service Encounter in Eight Countries'," the *Marketing Management Journal*, 20(1), 76-86.
- Hightower, Jr., Roscoe and Mohammad Shariat, (2009), "Servicescape's Hierarchical Factor Structure Model," *Global Review of Business and Economic Research Journal*, 5(2), 375-398.
- Hightower, Jr., Roscoe (2003), "Framework for Managing the Servicescape: A Sustainable Competitive Advantage," *Marketing Management Journal*, 13(2), 84-95.
- Hightower, Jr., Roscoe; Michael Brady and Tom Baker (2002), "Investigating the Role of the Physical Environment in Hedonic Service Consumption: An Exploratory Study of Sporting Events," *Journal of Business Research*, 55(9), 697-707.
- Hult, G. Tomas M. (1999), "Sustainable Competitive Advantage in the Global Marketplace," *Marketing Management Journal*, 9(1), 8-13.
- Cronin, J.J.; Michael Brady; Richard Brand; Roscoe Hightower and Don Shemwell (1997), "The Role of Service Value in Consumer Decision Making: A Cross-Sectional Test of the Effect on Purchase Intentions and of Alternative Models," *Journal of Services Marketing*, 11(6), 375-391.

TENTATIVE SCHEDULE (8-30-11)

DATE	TOPIC	ASSIGNMENT
AUG 30	Introduction to the Course & Lecture 1 on "Introduction to Services"	Chapter 1 Get Into Groups, Study Cintas
SEP 1	Lecture 1 on "Introduction to Services"	Chapter 4, Study Cronin 1997
6	Start Chapter 4 "Developing Service Products: Core and Supplementary Elements"	Read chapter 6, Study Cronin 1997
8	Lecture on Chapter 6 "Setting Prices and Implementing Revenue Management"	read chapter 6, Study Hult 1999, Cintas
13	Review Chapters 1, 4, 6, Cronin 1997 & Hult 1999	Read Chapters 1,4,&6
15	Cintas partners deliver company profile, information relevant to the charge, and the charge itself.	Ask Discussion Board questions about project
20	EXAM 1 Chapters 1, 4, 6, and assigned readings (Online in SBI Computer Lab During Class time)	Start Chapter 8 Designing & Managing Services Processes, Ask Discussion Board questions project
22	Lecture on Chp 8 "Designing & Managing Services Processes" (Group Elluminate Lecture no in class meeting)	Read Chapter 9
27	Lecture on Chp 8 completed Start on Chp 9 "Balancing Demand Against Productive Capacity"	Read Chapter 10 , Ask Discussion Board questions about project
29	Complete Chp 9 Start Chp. 10 "Crafting the Service Environment"	Read Hightower 2003
OCT 4	Finish Lecture on Chapter 10 and Hightower 2003	Group Meetings
6	EXAM2 Chapters 8, 9, 10, and Hightower 2003 (Online SBI Computer Lab During Class Time)	
11	Group Research in Coleman Library Cintas Industry-During Class time	Discussion Board questions
13	Presentation Outline 1 Due electronically , Group Research in Coleman Library Cintas Industry –During Class time Hightower travels to IN	Read Chapter 12 Discussion Board questions
18	Lecture on Chap. 12 Managing Relationships and Building Loyalty	Group Meetings/practice
20	Groups Present to Cintas Partners via Eluminate & get feedback- During Class time	Groups practice, Read Chapter 13
25	Groups Present to Cintas Partners via Eluminate & get feedback- During Class time	Groups practice, Read Chapter 13
27	Lecture Chp. 13 "Complaint Handling and Service Recovery"	Read Chp. 15
Nov 1	Lecture Chp. 15 "Organizing for Change"	Read Chapter 15

	Management and Service Leadership”	
NOV3	APA Lecture via Elluminate with Tiger Swan	In Class Meeting
8	General Feedback on Interviewing Skills from SBI Career Development Office- Kelvin Farmer	Discussion Questions Online
10	Lecture Chp. 15 “Organizing for Change Management and Service Leadership”	Discussion Questions Online
15	Group Paper Write Up- During Class time	Discussion Questions Online
17	Group Paper Write Up- During Class time	Discussion Questions Online
22	Group Paper Write Up- During Class time	Discussion Questions Online
24	Thanksgiving Holiday	
29	Group Presentations Practice	In Class
DEC 1	Group Presentations Practice	In G-12 North
6	Presentation To Cintas COO & Lunch with the Boss	Services Class Done
8	Last day of classes Wrap up	Services Class Done