

Business 448: Services Marketing

Lisa R. Simon

Fall 2003 M/W 2:10-4:00 p.m. Rm. 53-206

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Hours: M/W 10:30 a.m. to 12:00 noon, and by appt.

REQUIRED TEXTS:

- 1) Services Marketing by Zeithaml & Bitner. **3rd ed.** McGraw-Hill.
- 2) BUS 448 Packet from El Corral Bookstore.

RECOMMENDED "TEXT": BUS 448 PowerPoint slides.

COURSE DESCRIPTION: This course allows participants to evaluate marketing in service industries and/or organizations with a strong service component. Students will build and expand on ideas from Principles of Marketing to make the concepts specifically applicable in service industry settings.

PREREQUISITES: BUS 346 and senior standing

COURSE OBJECTIVES:

- 1) To understand the differences between marketing in service versus manufacturing organizations.
- 2) To form an expanded marketing mix for services.
- 3) To learn how to manage service quality and supply and demand.
- 4) To discover the overlap of marketing, operations, and human resource systems in service organizations.
- 5) To exhibit ethical conduct in class and understand ethical actions in the "real world."
- 6) To develop skills in written and oral business communication.
- 7) To work effectively in teams.

MY TEACHING PHILOSOPHY: My role, I feel, is not to "teach" you but rather to help you learn. With this course, my goal is to provide you with ample opportunity to discover how to market service entities. Lectures, readings, cases, assignments, and exams are all meant to guide you toward active exploration and analysis of services marketing. I am here to focus your learning, clarify concepts, and augment material. View me as a resource—feel free to meet with me during office hours or e-mail me with comments, questions, or concerns. Also, please feel free to offer me suggestions which may assist you in the learning process.

PARTICIPATION: All students are expected to attend every class session, prepare each case, pre-read every chapter and reading, and actively participate in team meetings. Please make sure Cal Poly has your **current e-mail address** as I will may use the e-mail alias system to contact your during the quarter. It is important that you **arrive on time** and **do not leave early**, as late entrances and early exits are disruptive and inappropriate. Students who responsibly and actively participate in class and team meetings and are only a few points from the next partial grade will **receive the next partial grade**. Students who do **not** participate in class and team meetings, will have their **grade lowered**. Please turn off or set on **inaudible** all electronic devices. If you have a **verifiable** university-sanctioned reason for missing class, such as illness, death, field trip, military obligation, or religious holiday, please speak with me in advance or as soon as possible. Otherwise, **I do not accept late work**.

ACADEMIC INTEGRITY: Honesty is one of the most fundamental principles in higher education. Therefore, I adhere to Cal Poly's "Academic Dishonesty: Cheating and Plagiarism Policy," which does not condone academic cheating or plagiarism in any form. As stated in your Student Handbook, academic dishonesty will result in an "F" in the course and referral to the Vice President of Student Affairs.

TEAMS: Each student will be assigned to a team the third class. Although drops and adds may require some teams to be adjusted, the teams will remain together for the remainder of the quarter. Working in a team can be both difficult and rewarding. It is oftentimes difficult to manage the various personalities and equitably distribute the work. Developing the necessary skills to work productively with a team, however, can be quite rewarding. If there are team problems, **consult with me** as soon as you realize your team is at an impasse. I can only assist you if I know you are having difficulty.

TEXT: You are expected to read each chapter, reading, and case **prior** to our discussing it in class. Be prepared to **ask** and **answer** questions from the text on the scheduled date. Tests will be based upon material from the text, lectures, readings, and cases, so it is important for you to keep up with the reading and homework.

ASSIGNMENTS: Several written assignments will be given throughout the quarter. Some assignments are to be completed individually, some with your team. All out-of-class assignments must be **typed** (when practical), **double-spaced**, **proofread**, and submitted by the **due date**. Team assignments must be **signed** by each team member deserving credit. **I do not accept late assignments**.

QUIZZES: Throughout the quarter, several unannounced quizzes may be given, each checking your understanding of the textbook, readings, cases, and/or lecture. Please bring a **#2 pencil** and **SCANTRON answer sheet** with you to every class.

CASE ESSAY: Each team will analyze and write-up one case. The case essay should include an overview of the key issues in the case, specific recommendations, and answers to questions which I will distribute in class. The essay must be **typed**, no longer than **five double-spaced pages with one-inch margins**, and **signed** by each team member deserving credit. **Proofreading and spellchecking are also essential.** Written cases are due at the **beginning** of class on the date listed on the Course Schedule. **I do not accept late essays.** On the day the case essay is submitted, each team member is required to individually complete and submit a **Team Member Evaluation Form**, rating each team member's contribution to the project. **All students should read and prepare each case, regardless of who is presenting the case.**

PRESENTATION: On the date your case essay is due, you will present an **executive summary** of the essay and lead the class in a **discussion** of the case. Additional guidelines will be distributed.

SERVICE AUDIT: Each team will observe and analyze a service organization of its choice. This full quarter project will include examining and blueprinting the organization's front stage and backstage operations, interviewing the service manager (or owner) and at least one employee, and developing specific recommendations to improve service delivery and quality. The audit, which is due at the beginning of class on **Wednesday, December 3**, must be **typed, double-spaced with one-inch margins**, no longer than **ten pages** (excluding executive summary, table of contents, and appendix), and **signed** by each team member. On the day audit is submitted, each team member is required to individually complete and submit a **Team Member Evaluation Form**, rating each team member's contribution to the project. More information will be distributed in class. **Late audits will be docked ten points for each day late starting from the beginning of class on December 3.**

SERVICES JOURNAL: In order to understand and evaluate service encounters from your own perspective as a customer, you are required to keep and analyze a journal of eight encounters you have with service firms throughout the quarter. The final report is due **Wednesday, November 19**; late reports will be docked five points for each day late starting from the beginning of class on November 19. Specific guidelines for the journal will be distributed in class.

TESTS: Two tests will be given, the first on **Monday, October 20**, and the second on **Monday, November 10**. **No make-ups will be given.**

FINAL EXAM: A comprehensive final exam will be administered during finals week on **Monday, December 8, 1:10-4:00 p.m.** Plan your schedule accordingly as **no final exam changes are allowed.**

GRADING: Assignments & Quizzes	50 pts.
Written Case	50 pts.
Presentation	50 pts.
Services Journal	50 pts.
Service Audit	100 pts.
Tests (50 pts. each)	100 pts.
Final Exam	100 pts.
<hr/> Total	500 pts.

A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F = 0-59%

Pluses will be given for “7s, 8s, and 9s”; minuses will be given for “0s, 1s, and 2s.”

For graded assignments, I follow Cal Poly’s standard of: A = excellent; B = good; C = satisfactory; D = poor; and F = failing.

Grades may be adjusted based upon team member feedback.

TENTATIVE COURSE SCHEDULE*

DATE	READING	CASES	ASSIGNMENT
M 9/22	<i>Introduction; Team Dynamics; Presentation Skills</i>		
W 9/24	Chapter 1: Introduction to Services "Putting the Service Profit Chain to Work"		
M 9/29	Chapter 18: The Integrated Gaps Model of Service Quality		Form teams
W 10/1	Chapter 2: Consumer Behavior in Services "Dramaturgy"	Case 1: Virgin Atlantic Airways, pg. 541	
M 10/6	Meet with your team to work on Service Audit Contract		
W 10/8	Chapter 3: Customer Expectations of Service	Case 2: The Quality Improvement Program Customers Didn't Want, pg. 616	Service Audit Contract due
M 10/13	Chapter 4: Customer Perceptions of Service	Case 3: Chartered Bank of Canada (packet)	"Flowchart a Service Experience" due
W 10/15	Chapter 6 Building Customer Relationships "Measuring Marketing Success"		
M 10/20	Test 1: 1, 18, 2, 3, 4, 6		
W 10/22	Chapter 7: Service Recovery	Case 4: Northwest Airlines, pg. 581	
M 10/27	Chapter 8: Service Development and Design "Service Positioning Through Structural Change"	Case 5: Shouldice Hospital (packet)	"Positioning" due
W 10/29	Chapter 9: Customer-Defined Service Standard		Service Audit Status Report Memo due
M 11/3	Chapter 10: The Physical Evidence of Service	Case 6: Giordano, pg. 643	
W 11/5	Chapter 11: Employees' Roles in Service Delivery "Critical Service Encounters: The Employee's Viewpoint" "Managing Multiple Demands"		"Critical Incident Involving Bad Customer Behavior" due
M 11/10	Test 2: 7-11		
W 11/12	Chapter 12: Customers' Roles in Service Delivery "Customer Satisfaction Fables" "The Mismanagement of Customer Loyalty Programs"	Case 7: Harley-Davidson (packet)	

DATE	READING	CASES	ASSIGNMENT
M 11/17	Chapter 13: Delivering Service Through Intermediaries and Electronic Channels	Case 8: Ernst & Young LLP, pg. 599	
W 11/19	Chapter 14: Managing Demand and Capacity "The Effects of Filled Waiting Time"	Case 9: Marriott's Rancho Las Palmas Resort (packet)	Services Journal due
M 11/24	Chapter 16: Pricing of Services		"Determining Different Types of Costs" due
W 11/26	No class		
M 12/1	Chapter 15: Integrated Services Marketing Communications "Advertising Strategies for Service Firms" "A Comparison of Advertising Content" "Putting the Service Profit Chain to Work"		
W 12/3	Review for final		Service Audit due
Final Exam: Monday, December 8, 1:10-4:00 p.m.			

***If there are any schedule changes, they will be announced in class.**