

Services Marketing & Management

COURSE HOURS	Monday and Thursday 10-11.30am, DSB113
INSTRUCTORS:	Dr. Mark Colgate
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OFFICE HOURS:	1-4pm Thursdays

Readings:

- Services Marketing. 3rd Edition, Zeithaml & Bitner, McGraw Hill, ISBN 0072471425
- Course Pack with cases for sale in book shop

Course Objectives:

The primary objective of this course is to help prepare you to function as effective managers in a service economy, notably in the hospitality industry. This course will make you more aware of the nature and characteristics of services, more knowledgeable about the way services need to be managed due to their intangible core and more conscious of service quality, the foundation of successful services management.

Course Description:

The Canadian, as well as much of the world economy, is dominated by services. In Canada, approximately 73% of the labour force, 70% of the GNP, 45% of an average family's budget, and 32% of exports are accounted for by services. Yet, traditionally business school courses have focused on the manufacturing sector of the economy. This course is especially designed for those students who may be interested in working in service industries such as the hospitality industry and will address the distinct needs and problems of service organizations.

The theme of the course is that service organizations (i.e. banks, transportation companies, hotels, hospitals, educational institutions, professional services) require a distinctive approach to marketing and operations strategy, both in its development and execution. This is not to imply that the approach is unique, but rather distinctive.

Some of the topics we will cover:

- culture and leadership in a hospitality context
- systems perspective
- research in a services setting;
- branding of services;
- e-service principles;
- overlap of marketing/operations/human resource systems in service organizations

Evaluation:

Although this is an integrated course there will be two separate marks and, as such, two separate sets of assignments and exams are required. Specifically both courses require three pieces of work during the course and one final exam. We will give more information on these in class. Note that students may propose alternative assignments and work with an instructor to specify the deliverables. The final exam will cover issues from the text as well as discussions, videos, and guest speakers. The specific reading that will be part of the exam material will be identified as the semester progresses.

	Weight
Case Study hand-in: Harrah's Case	20%
Design of customer experience survey	20%
Consulting Assignment	20%
Final Exam	40%
Total	100%

Grading Scale:

All grades are reported to the Registrar as letter grades. Graded material in this course will be graded using letter grades.

A+ = work of exceptional quality, seen in rare instances;

A = outstanding work, clear demonstration of content mastery and professionalism ;

A- = very good work, general demonstration of content mastery and professionalism;

B+ = good work, above average demonstration of content understanding and professionalism;

B = average work, demonstration of content understanding and professionalism.

B- = below average work

C - F = poor work, missed the ball altogether or simply turned in unprofessional work.

Participation Grading: From the Subjective to the Objective

Grade	Behavioral Description
A+ - A-	Well organized and presented response Major forward contribution in case analysis Outstanding summary Well defended minority point-of-view
B+ - B- missing or poorly developed	Any of the above with a major point or consideration Constructive criticism of another's student's contribution Support of and addition to another student's contribution
C+ - C- application of the situation under discussion	Obvious preparation accomplished but weak conceptual Nervousness or hesitancy interfering with quality of the response Behaviors described in A or B category which are weakly developed or fall short of expectations
D - D- offering interpretations	Consistently asking questions about the case without Simple recognition or repetition of case facts without drawing any inferences Repetition of a point already discussed
F preparation	Inability to respond with any degree of displayed Poor quantity of contribution No contribution Not present Unprepared

Note: Although attendance is required to receive participation credit, no credit is given for mere attendance.

Academic Integrity:

As a program which helps to create business and government leaders, the Faculty of Business has an obligation to ensure academic integrity is of the highest standards. All cases of cheating or plagiarism, and any variations thereof, will be immediately referred to the Graduate Programs Director. Students who participate in any form of cheating and/or plagiarism may be required to withdraw from the Faculty of Business.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by our Faculty.

Acts of academic dishonesty include, but are not limited to, the following:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- duplicating a table, graph or diagram, in whole or in part, without referencing the source.
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- copying the answers of another student in any test, examination, or take-home assignment.
- providing answers to another student in any test, examination, or take-home assignment.
- taking any unauthorized materials into an examination or term test (crib notes).
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- stealing or mutilating library materials.
- accessing test prior to the time and date of the sitting.
- changing name or answer(s) on a test after that test has been graded and returned.
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

Schedule:

Date	Topic	Chapters in book
Thursday January 6 th	Introduction to Course: Services Management fundamentals - Managing the Customer Experience	Chapters 1 and 2 in Z & B
Monday January 10 th	Empress Hotel Field Trip	
Thursday January 13 th	Case: Kiwi Experience	Case will be posted on Blackboard
Monday January 17 th	Topic: Service Strategy Implementation	Chapter 3 in F & F
Thursday January 20 th	Case: Jyske Bank	Case in coursepack
Monday January 24 th	Topic: Culture and Leadership in Services	
Thursday January 27 th	Case: Culture and Leadership – Four Seasons Goes To Paris	Guest Speaker, case in coursepack
Monday January 31 st	Topic: Employees Role in Service Delivery	Chapter 11 in Z & B
Thursday February 3 rd	Case : Harrah's	Case in coursepack
Monday February 7 th	Topic: Service quality research and measurement	Chapter 5 in Z & B
Thursday February 10 ^h	Service quality research and measurement: SPSS in labs	
Monday February 21 st	Guest Speaker	
Thursday February 24 th	Topic: Customer role in service delivery – customer coproduction	
Monday February 28 th	Topic: Customer relationship management	Chapter 12 in Z & B
Thursday March 3 rd	Case: Edward Jones	Chapter 6 in Z & B, case will be handed out in class
Monday March 7 th	Guest Speaker	
Thursday March 10 th	Topic: Customer Service	Chapters 9 in Z & B
Monday March 14 th	Case: Starbucks: Delivering on Customer Service	In coursepack

Thursday March 17 th	IMC and Branding	Chapter 15 in Z & B
Monday March 21 st	Case: In-and-Out Burger	In coursepack
Thursday March 24 th	Hot topics: E-Service	In Labs
Thursday March 31 st	Hot topics: Financial Implications of Service	Chapter 17 in Z & B
Monday April 4 th	Student presentations	
Thursday April 7 th	Course wrap-up	

Note: 14-18th Feb is a reading break and Easter Monday is 28th March

Note: Z & B = Services Marketing, 3rd Edition, Zeithaml & Bitner, McGraw Hill

Note: F & F = Service Management, 4th Edition, Fitzsimmons, McGraw Hill