

**MARKETING 4391
SERVICES MARKETING
Fall 2013**

INSTRUCTOR: Mrs. Robin Grambling

OFFICE: Room 223 email: rgramb@utep.edu

OFFICE HOURS: 9:00 – 10:30 MW; 9:00 – 12:00 TR; or by appt.

TEXTBOOK:

Interactive Services Marketing, 3rd Ed., Raymond P. Fisk, Stephen J. Grove and Joby John

Supplemental packet provided to students

COURSE OBJECTIVES:

1. Investigate how concepts and techniques developed to market goods for profit, can be applied to intangible services promoted both by profit-seeking and non-profit organizations

2. Examine the differences between goods and services in need recognition, purchase and consumption patterns and draw some conclusions about differences in marketing decision making.

CLASS FORMAT

Class meetings will be lecture and discussion. Your understanding of the material will be reflected by examinations (4), written assignments on selected topics, and group presentations.

ATTENDANCE

Official attendance will be taken sporadically. Attendance is your responsibility. It is unlikely that any student will successfully complete the course without regular attendance. A substantial part of the exams, quizzes, and written assignments will be based on lecture material. This material may not be in your text. In addition, there is substantial amount of group work conducted in class – it is imperative that you attend every class period. If you have more than 3 absences, you will be dropped from the course.

Homework assignments must be completed and submitted on their due dates. **NO assignments will be accepted from students who do attend class on the due date.**

DROP AND WITHDRAW POLICY

Students who do not take an exam(s), or who do not attend class or miss more than 3 group work class periods will be automatically withdrawn from the class at ANYTIME during the semester. The last day for a student initiated class drop with an automatic “W” is **Nov. 1, 2013**. After the student drop deadline, students must be dropped from a course with a grade of “F”.

A grade of “W” can be assigned only under exceptional circumstances and only with the approval of the instructor and Academic Dean. The student must petition for the “W” in writing and provide the necessary supporting documentation.

ACADEMIC DISHONESTY STATEMENT:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

The Center for Accommodations and Support Services (CAAS)

If you feel that you may have a disability that requires accommodations, contact the CAAS at 747-5158, Union Bldg. East room 106 or e-mail cass@utep.edu

SPECIAL ASSIGNMENTS AND PRESENTATIONS:

Individual Assignments

1. In-class exercises (ICE) as indicated on the course outline will be prepared by each student for in class discussion and turned in at the end of the class period. NO assignments will be accepted from students not attending class on the due date. These exercises will constitute your class participation grade.
2. You will watch specific episodes of Undercover Boss (UCB) in class and answer the questions assigned. We will discuss them in class and completed answers will be turned in for a grade.

Group Assignments

3. Quick Fire Challenges (QFC) to be assigned in class- each group must provide a CD or flash drive at the end of each designated class period with the completed assignment on it.
4. An original service idea of the group's choosing within assigned industries. A written paper will be turned in by the group at the time of the presentation. All requirements for the assignment will be on Blackboard Learn. All students are expected to be present for all presentations and official attendance will be taken. Final grades for the presentations are based on the instructor evaluation with a weight of 75% and student evaluation with a weight of 25% of the overall grade. Peer evaluations will be conducted by each student at the end of the semester.

GRADING:

4 exams (each worth 15%)	60%
Presentation (#4 above)	20
QFC/ ICE/UCB	<u>20</u>
	100%

MY EXPECTATIONS OF YOU:

1. **Attend every class**
2. **Be on time to class – assignments will not accepted if you are late to class**
3. **Be prepared for class every time we meet ie: read the assigned chapter and prepare any assigned exercises**
4. **Turn off cell phones**
5. **Don't make excuses -- turn assignments in on time**
6. **Contribute to and participate in class discussions**
7. **Carry your weight in group work**
8. **Ask questions if you don't understand something**
9. **Have fun, make new friends and broaden your perspective**
10. **THINK!!!**