

MKTIB 546
Services Marketing
Dr. Kevin Gwinner
Fall Semester 2010

Office:	201 Calvin Hall
Phone:	(785) 532-2783
E-mail:	kgwinner@ksu.edu
Office Hours:	11:00 a.m. – 12:00 p.m., Tuesday and Thursday and by appointment (Feel free to walk-in anytime, I will usually be able to see you)
Class Meeting Time:	9:30 a.m. – 10:45 a.m., Tuesday and Thursday
Class Room:	Calvin 212

Required Textbook and Materials

1. Services Marketing: Integrating Customer Focus Across the Firm Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne Gremler (2009), Fifth Edition, New York, NY: McGraw-Hill Irwin Companies. Available in the Varney's bookstore.
2. LINKS Services Management Simulation:
 - **To access LINKS manual**: go online to:
<http://www.links-simulations.com/SOM/manualSOM.pdf>
 - **To pay for participation in the simulation**: Purchase online from the following web site: <http://www.LINKS-simulations.com> (click on "Pay for LINKS"). The cost is \$45 per student. **Each student must sign up and pay for the simulation individually no later than September 7th.** More information on paying for LINKS is located on a separate sheet in this syllabus.

Course Prerequisite

MKTG 400

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 82% of the labor force, 80% of the GDP, 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 those students who may be interested in working in service industries and will address the distinct needs and problems of service organizations 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 ideas from other marketing courses (i.e., MKTG 400) 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.

Course Objectives

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.
- 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 critical thinking skills in preparing them for positions in the business world.

College and Department Student Learning Outcomes

The College of Business Administration and the Department of Marketing have identified a number of areas where students will be able to demonstrate expertise upon the completion of their degree. These are called Student Learning Outcomes (SLOs).

The course will help you become more proficient in the following College of Business Administration SLOs: (1) Written and oral communications, (2) Adaptability to change, (3) Teamwork, and (4) Critical thinking. You will also gain more competency in meeting the following Department of Marketing SLOs: (1) Product and brand management issues, (2) Marketing strategy development process, (3) Customer relationship management, (4) Consumer decision making process, and (4) Marketing performance and financial implications.

Course Conduct

Class will be a combination of instructor lectures, interactive class discussions, team computer simulation, and in-class activities. You will be required to complete assigned readings prior to class sessions during which those readings are examined. Assignments are due in class at the beginning of class of the specified due date.

Class Attendance

As is the case in most businesses, your attendance and promptness are expected. Coming to class late or leaving early is not acceptable behavior. A relatively large percentage of your grade will depend upon you being present during class. If you miss class for any reason, you will be responsible for any material covered, assignments given, or dates changed. Studies have shown that students who attend class regularly and participate fully find assignments and exams to be much easier and more meaningful, and (surprise!) tend to get better grades than those who do not attend class regularly.

Most in-class activities are designed in such a way that they cannot be "made up" outside of class. In rare instances, students may have to miss class for a valid, university-sanctioned reason. For example, when the student is: (a) participating in an approved field trip or other official KSU activity (e.g., athletics, debate, music, theater arts) or (b) confined under doctor's orders. Except for medical emergencies, which will require proper documentation, all other absences must be approved by the instructor prior to the class session that will be missed. Alternative assignments will be given only for instructor-approved absences.

Late Work

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.). No matter what the reason, the bottom line is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required.

As specified earlier, assignments are due in class at the beginning of class on the specified due date. There is NO PROVISION for late work on any assignment. I strongly suggest that you plan and schedule your work early (and not wait until the "last minute"). I also strongly recommend having backup systems in place so that you can have all work completed on schedule. Having your work completed on schedule is a key to early success in your business career. A major complaint of employers is that business faculty do not instill a responsibility in students to have work done on time. Thus, I would suggest that you start now to develop good work habits for meeting deadlines. *NOTE: Late submissions are not accepted. Partial credit will NOT be given for late work.*

Campus Safety

Kansas State University is committed to providing a safe teaching and learning environment for student and faculty members. In order to enhance your safety in the unlikely case of a campus emergency make sure that you know where and how to quickly exit your classroom and how to follow any emergency directives. To view additional campus emergency information go to the University's main page, www.k-state.edu, and click on the Emergency Information button.

Special Accommodations for Students with Disabilities

Any student with a disability who needs a classroom accommodation, access to technology or other academic assistance in this course should contact Disability Support Services (dss@k-state.edu) and/or the instructor. DSS serves students with a wide range of disabilities including, but not limited to, physical disabilities, sensory impairments, learning disabilities, attention deficit disorder, depression, and anxiety.

Academic Honesty

Kansas State University has an Honor System based on personal integrity, which is presumed to be sufficient assurance that, in academic matters, one's work is performed honestly and without unauthorized assistance. Undergraduate and graduate students, by registration, acknowledge the jurisdiction of the Honor System. The policies and procedures of the Honor System apply to all full and part-time students enrolled in undergraduate and graduate courses on-campus, off-campus, and via distance learning. The honor system website can be reached via the following URL: www.ksu.edu/honor . A component vital to the Honor System is the inclusion of the Honor Pledge which applies to all assignments, examinations, or other course work undertaken by students. The Honor Pledge is implied, whether or not it is stated: "On my honor, as a student, I have neither given nor received unauthorized aid on this academic work." A grade of XF can result from a breach of academic honesty. The F indicates failure in the course; the X indicates the reason is an Honor Pledge violation.

Individuals are prohibited from selling or being paid for taking notes in any form (written, electronic, or otherwise) during this course by any person or commercial firm without the express written permission of the professor teaching this course.

Statement Defining Expectations for Classroom Conduct

All student activities in the University, including this course, are governed by the Student Judicial Conduct Code as outlined in the Student Governing Association By Laws, Article VI, Section 3, number 2. Students who engage in behavior that disrupts the learning environment may be asked to leave the class.

Grading

Assignment	Possible Points	Date
Exam 1	100	Oct 12
Final Exam	100	Dec 13
LINKS final presentation	100	Dec 7 and 9
In-class participation	50	Throughout the semester
Service watch	50	To be assigned
LINKS Simulation	100	Throughout the semester
Total points possible	500	

Final grades will be assigned as follows: A = 90% and above; B = 89% - 80%; C = 79% - 70%; D = 69% - 60%; F = Below 60%

Course Schedule*

Date	Topic	Reading
Aug 24	Course introduction	
Aug 26 ,31, Sept 2	Introduction to services	Chapters 1 and 2
Sept 7 - 9	LINKS Introduction	LINKS 1 - 43
Sept 14 / 16	Consumer behavior in services	Chapter 3
Sept 21 / 23	Customer expectations of service	Chapter 4
Sept 28 / 30	Customer perceptions of service	Chapter 5
Oct 5 / 7	Building customer relationships	Chapter 7
Oct 12	Exam 1	Chs. 1-5, 7
Oct 14	Pricing and service guarantees	Ch 8 and 17
Oct 19 / 21	Service development and design	Chapter 9
Oct 26 / 28	Customer-defined service standards and demand and capacity in services	Chapters 10 and 15
Nov 2 / 4	Physical evidence and the servicescape	Chapter 11
Nov 9 / 11	Employees' roles in service delivery	Chapter 12
Nov 16 / 18	Customers' roles in service delivery	Chapter 13
Nov 30	Work on LINKS presentation	
Dec 2	Catch up day	
Dec 7 / 9	LINKS Presentations	
Dec 13	Final Exam 2:00 pm – 3:50 pm	Chapters 8 – 13, 15, and 17

* The above schedule may change. All changes will be announced in class.

LINKS Simulation Schedule

Date	LINKS Activity
Sept 7	Pay for LINKS simulation by September 7 th
Sept 7 - 9	LINKS introduction in class (read pages 1 to 42 of the LINKS service management manual prior to Sept 7 th class).
Sept 14	Initial LINKS Results (Q1 to Q3) available for downloading from website
By Sept 14	Review pages 1 – 42 and skim pages the rest of LINKS service management manual (pages 44 to 98)
Sept 22	LINKS inputs due by noon on 9/22 (Wed.) for Q4
Sept 29	LINKS inputs due by noon on 9/29 (Wed.) for Q5
Oct 6	LINKS inputs due by noon on 10/6 (Wed.) for Q6
Oct 7 – 12	Team meetings with Gwinner (schedule time with me for an out of class meeting during this time)
Oct 13	LINKS inputs due by noon on 10/13 (Wed.) for Q7
Oct 20	LINKS inputs due by noon on 10/20 (Wed.) for Q8
Oct 27	LINKS inputs due by noon on 10/27 (Wed.) for Q9
Nov 3	LINKS inputs due by noon on 11/3 (Wed.) for Q10
Nov 10	LINKS inputs due by noon on 11/10 (Wed.) for Q11
Nov 17	LINKS inputs due by noon on 11/17 (Wed.) for Q12
Dec 7 and 9	LINKS team presentations in class
Dec 9	Submit LINKS team member peer evaluation

Additional Details on Paying for the LINKS simulation

Each student must sign up and pay for the simulation individually no later than September 7th .

To pay for LINKS, students access the "Pay For LINKS" link on the main LINKS webpage (<http://www.LINKS-simulations.com>). Be prepared to input your LINKS instructor's last name, which provides the necessary information to locate the relevant LINKS payment webpage on the LINKS web-server for your course/instructor.

Payment is via personal credit card and processing is via PayPal. After payment is made, you'll receive an electronic receipt (i.e., an e-mail message) from PayPal.

Payment for LINKS is separate from access to the LINKS participant's manual. You may freely access, download, and print the participant's manual for LINKS at any time via the LINKS website (<http://www.LINKS-simulations.com>). Thus, you may access the LINKS participant's manual, and begin reading it, before you pay for LINKS. The LINKS web-based business model is that the LINKS participant's manual has no inherent stand-alone value; thus, it's freely available via the LINKS website. Access to the LINKS experience has value, and everyone pays for that access.

LINKS published prices reflect discounts for early payment. "Early payment" is defined as payment for LINKS participation that occurs before the scheduled completion of the first game run in a LINKS event. Students paying for LINKS after the first scheduled game run do so at the full (non-discounted) price, which is 25% higher than the discounted price.

Anyone who prefers to not pay via the web may pay by personal check or money order. Such a check or money order (in USD\$) is made payable to "Randall G. Chapman" and sent to Randall G. Chapman, 320 Forest Haven Drive, Winter Garden, FL 34787. (Be sure to include your name, your instructor's name, your university/college name, and your preferred e-mail address in your correspondence.) Please note that checks with insufficient funds incur an extra processing fee of USD\$25 before payment/registration for a LINKS event will be deemed to be complete.

Please ensure that your preferred e-mail software is configured to receive e-mail messages from these e-mail addresses:

LINKS@ChapmanRG.com
Administrator@ChapmanRG.com
Chapman@ChapmanRG.com
LINKS@LINKS-simulations.com
Administrator@LINKS-simulations.com
Chapman@LINKS-simulations.com
LINKS@LINKS-simulations.info

More generally, please ensure that your e-mail software is configured to receive e-mail from e-mail addresses from domains ending with:

@ChapmanRG.com
@LINKS-simulations.com
@LINKS-simulations.info

You may need to consult your personal information technology advisor ("guru") to ensure that your e-mail software is configured appropriately to receive e-mail from the various LINKS-related e-mail addresses.