



School of Business and Industry SERVICES MARKETING Course MAR 4841 Spring 2013: Cintas Corporation Active Learning Project-"It's Time To Grow"

"Education, like the mass of our age's inventions, is after all, only a tool; everything depends upon the workman who uses it." -The Simple Life

Class meetings: MW

Instructor: Roscoe Hightower, Jr, PhD

Email address: roscoe.hightowerjr@gmail.com

Office Hours: MW 1030 to 11am or by appointment only

Class Location: North Building Room 117

Phone: 850.599.8335

Office: 406 SBI East Building

Required Course Textbook:

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 9 of syllabus and the online items in assignment #1 on blackboard.

Websites

- 1) www.cintas.com
- 2) <http://www.cintas-corp.com/uniform-work-apparel/>
- 3) <http://www.cintas-corp.com/company/>
- 4) <http://www.youtube.com/watch?v=AQAR2RjDMBM>
- 5) <http://www.youtube.com/watch?v=Rs2tG4mjmck&feature=related>
- 6) <http://www.youtube.com/watch?v=poi9bQ734cg>
- 7) <http://www.youtube.com/watch?v=vf8LKacQC20>

Suggested Readings

- 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.
- Rust, R. T., Ambler, T., Carpenter, G. S., Kumar, V., & Srivastava, R. K. (2004). Measuring marketing productivity: Current knowledge and future directions. *Journal of Marketing*, 68(4), 76-89.
- 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.
- Keaveney, Susan and Madhavan Parthasarathy (2001), "Customer Switching Behavior in Online Services: An Exploratory Study of the Role of Selected Attitudinal, Behavioral, and Demographic Factors," *Journal of the Academy*

of Marketing Science. 29(4), 374-390.

- 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," Tomas M. (1999), "Sustainable Competitive Advantage in the Global Marketplace," *Journal of Services Marketing*, 11(6), 375-391.
- Keaveney, Susan (1995), "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing*, 59(2), 71-82.

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.
- 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 Corporation) 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.

Prerequisites:

MAR 3023 and "Junior Status" or Instructor's signature

Student Learning Outcomes:

COURSE OVERVIEW

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 Corporation will be a significant part of this semester's classes on January 30, March 4, and April 29, 2013. These visits should enable the student, if successful, to interview for internship and permanent placement opportunities with one of America's leading service firms.

SBI MISSION STATEMENT

The mission of the School of Business and Industry (SBI) at Florida A&M University is to produce B.S. and MBA graduates capable of excelling as future leaders in global business, industry, and commerce. This is achieved by:

- Providing innovative academic, professional development, and internship experiences in an enlightened, ethical, and stimulating student-centered learning environment.
- Developing, supporting, and creating opportunities for a diverse qualified faculty and staff committed to "excellence with caring" through high-quality teaching, relevant intellectual contributions, and meaningful service.
- Creating an environment in which shared governance, collegiality, openness, respect for others, and individual and mutual responsibility and accountability flourish.
- Embracing the University's historic mission of educating African Americans while recruiting students of all races and ethnic origins with strong academic backgrounds committed to the pursuit of excellence.
- Developing new, and expanding existing, creative partnerships with alumni, and private and public stakeholders to maintain the relevance and currency of our academic programs. Promoting an environment of continuous improvement by acquiring and developing the necessary human, physical, financial, and technological resources to maintain our competitive edge.

SBI VISION STATEMENT

The School of Business and Industry aspires to be recognized nationally and internationally as a preeminent center of excellence in business.

SBI PHILOSOPHY

It is the position of the School of Business and Industry that professional success is dependent on more than demonstrated technical competence in one's area of study. Technical competence constitutes but the basic minimum requirements for securing employment and advancing in employment. It is SBI's belief that professional success requires behavioral competence, in addition to technical competence. Behavioral competence within SBI consists of:

- (1) High Degree of interpersonal skills;
- (2) An intense awareness of current developments in the business world, and
- (3) An ability to apply specific techniques to goal achievement within shifting contextual demands, in short, the use of judgment.

SBI MOTTO

"No excuse is acceptable. No amount of effort is adequate, unless it is effective."

INSTRUCTOR'S TEACHING PHILOSOPHY

This course is designed for interactive self-directed learning. My role in this course is that of a facilitator and moderator and sometimes as a lecturer. It is important that you prepare for class by reading the required assignments, attend class and actively participate in class discussion. The design of the course is such that participation plays an important role in the learning process.

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 Corporation Active Learning Project Competition
- Interview with Cintas Corporation

UNDERGRADUATE LEARNING GOALS

<u>Learning Goals</u>	<u>Learning Objectives</u>	<u>Course Assessments</u>
Critical Thinking Skills: Students will have the ability to identify, isolate and find relationships among business administration concepts or problems and to draw sound inferences from multiple perspective.	<ol style="list-style-type: none"> 1. Identify, isolate and find relationships among concepts or problems. 2. Draw sound inferences from multiple perspectives. 	
Communication Skills: Students will have the ability to influence and inform others through the effective presentation of business administration and accounting principles, practices and ideas utilizing oral, written, and graphic expressions.	<ol style="list-style-type: none"> 1. Develop and present professional quality oral presentations. 2. Prepare professional quality written business documents. 	
Content/Discipline Knowledge: Students will have the ability to demonstrate discipline-specific knowledge in business administration.	Recognize and apply concepts, principles and theories in the Business Administration program from the following disciplines: Accounting, Finance, Information Systems, Operations Management, Management and Marketing.	
Ethical Understanding: Students will have the ability to identify and evaluate ethical issues in business administration and develop a framework for reporting and making appropriate business decisions.	<ol style="list-style-type: none"> 1. Identify issues that may present an ethical dilemma, and will articulate the consequences associated with unethical behavior. 2. Identify an ethical dilemma and apply an ethics model to propose and defend a solution. 	
Global Perspective: Students will have the ability to identify and analyze global factors that will impact a business decision and apply the analysis of the factors to make the appropriate business decision.	<ol style="list-style-type: none"> 1. Identify global factors that will impact a business decision. 2. Analyze the impact of global factors on a business decision. 3. Apply the global factor analysis to a given business decision and/or situation. 	
Teamwork/Collaboration skills: Students will have the ability to demonstrate effective teamwork/collaboration skills.	<ol style="list-style-type: none"> 1. Demonstrate the ability to listen to others. 2. Demonstrate the ability to question teammates without attachment and judgment. 3. Demonstrate the ability to offer assistance to other team members. 	

GRADING

COURSE EVALUATION & CLASS POLICIES

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

First Exam	15%
Second Exam	15%
Homework & Quizzes & Discussion Board	10%
Midterm Cintas Project Presentation (Including Cintas Corporation Interview Evaluation)	20%
Final Cintas Project Presentation	30%
Class Participation	10%
	<hr/>
	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).

Grading Scale

A	90 - 100
B	80 - 89
C	70 - 79
D	60 -69
F	59 and below

Indirect Assessment Measures

Class Discussions
In-class Case Analyses

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. ***Any student caught cheating on any course assessment tool will receive a grade of "F" in the course.***

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 CeDAR. For additional information please contact the CeDAR at (850) 599-3180.

Grade Change Policy

Grade changes can be made for the following reasons: (a) when it is determined that a grade was recorded in error, (b) when removing "I" grades and (c) as a result of a student's successful appeal of a grade. Academic units wishing to request grade changes must submit a "Grade Change and Academic Record Update Form" to the Registrar's Office for approval and processing. The form must contain the signature of the respective academic Dean in order to be processed.

Assigning "I" Grades

A student who is passing a course, but has not completed all of the required work by the end of the term may, with the permission of the instructor, be assigned a grade of "I."

- Grades of "I" are not assigned to any course that a student fails to attend or if a student withdraws from the University.
- A student should not register for a course(s) in which incomplete grades have been received. If he or she does, the original "I" will automatically be changed to a permanent grade of "F."
- Incomplete "I" grades will not count as hours attempted in computing cumulative grade point averages.
- It is the responsibility of the student to make arrangements with the instructor for the removal of an incomplete grade.
- All incomplete grades must be removed by the last day of classes of the term in which the student is next enrolled, or the grade will be changed to "F."

Professionalism

- Professional behavior is required and encompasses all of the following: attendance, participation, preparation, initiative, etc. (see rubric on Blackboard).
- Class attendance **AND** participation are required.
- The school's attendance policies will be strictly enforced. An absence is considered excused only when the proper university documentation is presented within two weeks after the absence. Each student may use two (2) unexcused absences without penalty; after which, 5 points will be deducted from your overall grade. You will receive an "F" in the course on your 3rd unexcused absence. If you are absent during your presentation times, you will receive a grade of "F," which will lead to 0 points for the project grade.
- **Tardiness is unacceptable.** Two tardies will result in 5 points being deducted from your overall grade. If you are absent, you are still responsible for all work given in class.
- **Late entrance into class is not acceptable. Late entrance is a distraction to your colleagues and will not be tolerated. Please be considerate of your colleagues.**
- **No cell phones! If a student's pager, cellular phone, PDA, or electronic device goes off during class, 5 points will be deducted from your overall grade.**
- Students must abide by the Dress Code. Students not adhering to dress code are subject to points being deducted from their overall grade.
- All students are expected to contribute meaningfully to class discussions. Doing coursework other than that of this class will result in points being deducted from your overall grade.

Violation of these policies will negatively impact your grade in the class.

Dress Code

*As a professional school, the SBI dress code facilitates the overall professional development of students. **The following clothing items or styles are inappropriate for students attending class:***

1. Footwear: Bare feet, House Slippers
 2. Pants: Pants or jeans with holes or cut out parts in inappropriate places
 3. Skirts: Micro-mini skirts, shorts or skirts shorter than mid-thigh
 4. Sleepwear, swimwear, dirty or very tight attire
 5. Clothing with sexual, drug or violent graphics, themes or statements; derogatory or profane language
 6. See through clothing or clothing that reveals undergarments
 7. Provocative or revealing clothing that does not properly cover stomach, chest, breast, back, buttocks and/or pelvic areas, (e.g., midriffs, mesh, netted shirts, tube tops, crop tops, spaghetti strap tops/blouses without a jacket)
 8. Revealing piercings or tattoos on the stomach, chest, breast, back, buttocks and/or pelvic areas
 9. Do-rags, skull caps*, baseball caps, hoods* or sunglasses*
- Wearing these items for medical, religious, or weather purposes is acceptable with documentation.

It's Time to Grow



Background	Traditionally, market penetration is sought through adding brand new customers. However, market penetration is reduced when customers are lost, so focusing on loyalty and growth of current customers is also important, as well as recovering those which were lost.
Task	<p>Develop and justify a full marketing campaign for Cintas. Pick one topic below. Identify target market, timing, approach, etc.:</p> <ol style="list-style-type: none"> 1. How do we get current customers to stay loyal? 2. How do we get current customers to buy more? 3. How do we get former customers to come back once they've left us?
Deliverables	<p>Presentation should include:</p> <ol style="list-style-type: none"> 1. Buying motives and decision making insights from local businesses 2. Reasons customers stay with their current vendor or supplier (what encourages them to maintain the relationship)? 3. Highly successful examples from other B2B companies 4. Concept development/ test (pitch your idea to local businesses and assigned partner) 5. Concept recommendation- timing, approach, materials <p>Detail thought around the approach we should take regarding:</p> <ol style="list-style-type: none"> 1. PROMOTION 2. PRODUCT 3. PLACE 4. PRICE

MAR 4841 - SERVICE MARKETING

Dr. Hightower

Spring Semester 2013- Mondays and Wednesday's 3:30-4:45pm
Cintas Corporation Experiential Project- "It's Time to Grow"

Timeline	Week Starting	Objective	Description
WEEK 1	1/7/2013	Coursework	Class begins and Professor gives introduction to Cintas and assigns research.
WEEK 2	1/14/2013	Coursework	Students research the company, and receive pre-work assignments.
WEEK 3	1/21/2013	Coursework	Students complete pre-work and confidentiality agreements; split into teams of 4-5.
WEEK 4	1/28/2013	Cintas Presentation	Cintas partners deliver company profile, information relevant to the charge, and the charge itself. (Wednesday, Jan. 30)
WEEK 5	2/4/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 6	2/11/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 7	2/18/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 8	2/25/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 9	3/4/2013	Midterm Report Out	Cintas partners virtually attend team mid-term presentations and provide Q&A time and guidance to each team. (Wednesday March 5)
WEEK 10	3/11/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor. Incorporate midterm feedback into project.
WEEK 11	3/18/2013	Course/Project Work	Students pitch concept idea to local businesses.
WEEK 12	3/25/2013	Course/Project Work	Students pitch concept idea to assigned Cintas sales partner.
WEEK 13	4/1/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 14	4/8/2013	Course/Project Work	Students email Q&A to Cintas partners through the professor.
WEEK 15	4/15/2013	Course/Project Work	Presentation run-through with professor.
WEEK 16	4/22/2013	Course Work	Last week of classes. Turn in final presentation, Wednesday, April 25. Practice presentation.
WEEK 17	4/29/2013	Student Presentations	Students present to the Cintas team and have "Lunch with the Boss". (Monday, April 29)

Must Complete, Sign, and Return the attached Cintas Corporation Confidentiality and Nondisclosure Agreement to Cintas Corporation c/o Dr. Hightower no later than 01/30/13.

Project/Presentation - You will be responsible for researching "Cintas and its industry". 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 Corporation on April 29, 2013). Detailed outlines are due at least one class period prior to the presentation date (April 15, 2013). **Late assignments will not be accepted.** Midterm case presentations are on March 4th (i.e., Full Dress). This means that on or about the third week in February, 2013 detailed paper/presentation outlines are due. All final case papers are due at the beginning of class the week prior to April 29, 2013. Final Presentations (i.e., Full Forum Dress) will begin on April 29, 2013 (15 minute full multimedia, professional format) and conclude when the last student presents. The Cintas Research Project will account for 50 percent of your final grade, thus **MAKE WISE DECISIONS!** Class time will be provided to facilitate learning. 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 Corporation will be a significant part of this semester's classes on January 30, and March 4, 2013) and will participate in the final presentations. Needless to say, this is a high visibility, high importance, potentially career establishing opportunity!

Home Work Spring Semester

Resources: International Franchise Association (IFA), Franchise Times, Public Boards (blogs), local Chamber of Commerce, BBB, FAMU alumni

Start Your HW ASSIGNMENTS IMMEDIATELY REGARDLESS OF DUE DATES

January

- **Exploratory Stage and Introduction:**

- What franchises are you familiar with? What franchises do you visit often? In your own words, what is a franchise?
- Why do people choose to franchise?
 - In the business world there are different paths for people to take: working for a company, owning own business, or choosing to work as a franchisee for a company
- HW #1 DUE 1/30 in Safeassign (Individual Assignment) In two pages double spaced typed answer "In your own words, what is market penetration?" Key: Use (cite) two sources that doesn't include your textbook.
- HW #2 DUE 1/30 in Safeassign (Individual Assignment) In two pages double spaced typed answer "In your own words, what is customer loyalty?" Key: Use(cite) two sources that doesn't include your textbook.
- HW #3 DUE 1/30 in Safeassign (Individual Assignment) In two pages double spaced typed answer "In your own words, explain fully with several examples what you mean when you say 'services switching behavior'?" Key: Use (cite) two sources that doesn't include your textbook.
- HW #4 DUE 1/30 in Safeassign (Individual Assignment) In two pages double spaced typed answer "In your own words, explain fully with several examples what you mean when you say 'services recovery strategy'?" Key: Use two sources that doesn't include your textbook.

- HW #5 DUE 1/30 in Safeassign (Individual Assignment) In two pages double spaced typed answer “In your own words, explain fully with several examples what you mean when you say ‘what are the three additional P’s for services marketing that most professionals are not aware?’” Key: Use two sources that doesn’t include your textbook.
- Groups should choose a segment/industry-type to research franchising
 - NOTE: Information may be gained from going out and interviewing franchisees, top management at locations, speakers coming to class, internet and other resources given
- HW #6 DUE 1/30 in Safeassign (Group Assignment) Choose your groups. Note that groups must have at least two members, but no more than four members in the group. Go into ‘black board groups’ and identify your group by name, identify each member including telephone number and ‘famu.edu’ email address in alphabetic order, Identify team captain (captain is primary not only contact). Turn in a Microsoft Word document containing ALL the group information entered into black board to safeassign. (Note if your group information is not entered into the blackboard correctly your HW#6 grade will be negatively impacted).
- Once a group of Cintas customers is chosen, student groups need to begin to explore:
 - What kind of relationships do you prefer to have with vendors and suppliers?
 - Other qualifications franchisees must have?
 - Economic Model (include profit and loss around revenue)?
 - What is the decision making model?
 - What technology do they utilize? (what is their preferred way to be contacted)
 - How important is the parent company’s influence on the franchisee’s decision-making for their establishment(s)?
 - Why did they leave Cintas? Or What keeps them from doing business with Cintas?
 - Marketing tactics and their audience?
 - Pros and Cons of owning this franchise?
 - Competition?
 - How do franchisees make their buying decisions for the daily operations in their businesses?
 - What is the consumer’s experience in these establishments?
 - →Information may be gained from going out and interviewing franchisees, top management at locations, speakers coming to class, internet and other resources given
 - **Note:** Tasks should be divided among group members
 - **Note:** These 12 questions constitute the minimum amount of questions for one interview. Each group is required to conduct at least ten company interviews for their industry (i.e., Restaurant, Retail Store, or Service Store Franchises). Each

group has to identify an industry—Note the professor reserves the right to assign groups to an industry.

- **HW #7 DUE 1/30/13 in Safeassign (Group Assignment) Each group should create at least two questions a for the Cintas Cooperation employees and be prepared to ask them on January 30, 2013 in class**
- **Cintas Introduction:** (January 30, 2013)
 - Cintas visits campus and explains importance and purpose of project

February

- **** (Students should be completing the objectives outlined under the “explore”)****
- HW #8 DUE 1/30 in Safeassign (Group Assignment) copy of complete Mid Term Semester project that includes the presentation to Cintas scheduled for 3/4 and 3/6)
- **Interviews:** Interview franchisees, managers, supervisors companies under your industry-type **Note:** Each student in group is responsible for conducting at least 10 interviews on their own

March

- **Begin Preparing Mid Term Proposal Presentation** (March 4 or 6, 2013)
 - **Based on the information gathered in the explore stage, speakers, interviews, etc. how would you and your group suggest that Cintas market their services to these companies knowing more about how the buying decision is made, how franchise owners think, etc.?**
- **Mid-term Report:** (March 4 or 6, 2013)
 - Opportunity for your group to assess what you all have completed up to this point and what you have left to do
 - HW #9 DUE 1/30 in Safeassign (Group Assignment) Report on group interviews progress Go into ‘black board groups’ and identity your group by name, report on each member’s contribution to progress thus far ALL the group information entered into black board to safeassign. (Note if your group information is not entered into the blackboard correctly your HW#9 grade will be negatively impacted).
 - HW #10 DUE 3/25 in Safeassign (Group Assignment) Report on group interviews progress Go into ‘black board groups’ and identity your group by name, report on each member’s contribution to progress thus far ALL the group information entered into black board to safeassign. (Note if your group information is not entered into the blackboard correctly your HW#10 grade will be negatively impacted).
 - HW #11 DUE in Safeassign written by team leader on 3/25 in class evaluating each member’s individual’s contribution to the interview. (Group Assignment) Report on group interviews progress Go into ‘black board groups’ and identity your group by name, report on each member’s contribution to progress thus far ALL the group information entered into black board to safeassign. (Note if your group information is not entered into the blackboard correctly your HW#11 grade will be negatively impacted).

- Based on the information gathered in the explore stage, speakers, interviews, etc. how would you and your group suggest that Cintas market their services to these companies knowing more about how the buying decision is made, how franchise owners think, etc.
- **April -----Make Proposal to Cintas Corporation: (April 29)**
 - Each group will be given 15 minutes (and time for questions) to present how their group would suggest Cintas market their products and services given this semester’s charge.
 - Presentations should include: Proposed idea as well as the relevant factors that led the group to make that decision
 - All group members should present a part of the presentation
 - Know your audience yet be creative and professional in your presentation

Tentative Course Schedule 1-07-13

	DATE	TOPIC	ASSIGNMENT
1	JAN 7	Introduction to the Course & Lecture 1 on “Introduction to Services”	Chapter 1, Study Cintas
2	9	Lecture 1 on “Introduction to Services”	Chapter 1, Study Cronin 1997
3	14	Start Chapter 12 “Managing Relationships and Building Loyalty”	Read chapter 12, Study Cronin 1997
4	16	Continue Chp 12 “Managing Relationships and Building Loyalty”	read chapter 13, Study Cronin 1997, Cintas
5	21	Martin Luther King Jr. Holiday	
6	23	Lecture on Chapter 13 “Complaint Handling and Service Recovery”	Ask Discussion Board questions about project
7	28	Lecture on Chp 13 “Complaint Handling and Service Recovery”	Group Research
8	30	After Career Expo 9-2:30pm Cintas partner delivers company profile, information relevant to the charge, and the charge itself in class at 3:30pm. Greg Summerline HW#1 through HW#9 Due today.	HW#1-HW#9 Due
		EXAM 1 via blackboard. You will have 75 minutes once you start in order to finish the exam. No start & stop, multiple windows open on desktop, additional communication sessions, etc. allowed blackboard will kick you out & that will be your score for exam 1	EXAM 1 Chapters 1, 12, 13, and assigned readings
9	FEB 4	Lecture on Chp 15 “Organizing for Service Leadership”	Read Chapter 15,
10	6	Lecture on Chp 15 “Organizing for Service Leadership”	Read Keaveny 1995
11	11	Complete Chp 15	Group Research
12	13	Lecture on Chp. 10 “Crafting the Service Environment”	Group Research
13	18	Presentation Outline 1 Due electronically in safeassign, Finish Lecture on Chapter 10 and Keaveny 1995	Group Research
14	20	Catch Up on Textbook & Article Lectures	Study for Exam 2 Chapter 15, 10, Keaveny 1995
15	25	Catch Up on Textbook & Article Lectures	Exam 2 Chapter 15, 10, Keaveny 1995
		EXAM 2 via blackboard. You will have 75 minutes once you start in order to finish the exam. No start & stop, multiple windows open on desktop, additional communication sessions, etc. allowed blackboard will kick you out	Exam 2 Chapter 15, 10, Keaveny 1995

TENTATIVE SCHEDULE CONTINUED (1-07-13)

16	27	General Feedback on Interviewing Skills from SBI Career Development Office- Kelvin Farmer	In class meeting room 117 North
17	MAR 4	Midterm Students Present to Cintas Partners via conference call & get feedback- During Class time	practice, Read Chapter 10
18	6	Midterm Students Present to Cintas Partners via conference call & get feedback- During Class time	practice, Read Chapter 10
	MAR 11	Spring Break	Group Research
	13	Spring Break	Group Research
19	18	Lecture Chp. 10 "Crafting The Service Environment "	Read Chp. 15
20	20	Lecture Chp. 10 "Crafting The Service Environment "	Group Research
21	25	HW 10 & 11 due in safeassign APA Lecture with Tiger Swan	In Class Meeting at A410 Coleman Library
22	27	Servicescape Lecture	Group Research
23	APR 1	Servicescape Lecture Concluded	Group Research
24	3	Paper Write Up- During Class time	Group Research
25	8	Group Presentations Practice	HW Group Practice
26	10	Group Presentations Practice	HW Group Practice
27	15	Detailed Outlines Due in safeassign Group Presentations Practice	HW Group Practice
28	17	Final Group Presentations due to Cintas along with team Briefing information on team members (i.e., presentation, resumes, cover letters of interest to Cintas Corporation, etc.) Group Presentations Practice	HW Group Practice
29	22	Group Presentations Practice	HW Group Practice
30	24	Group Presentations Practice Last day of classes Wrap up	HW Group Practice
31	29 FINALS	Final Group Presentations to Cintas COO & HQ Staff	Location TBA
		Cumulative Semester Essay Exam 3 Available to those that missed an Exam during the semester (NOTE: This is not recommended approach)	No Negotiations- No best 2 out of 3, etc. You take it, it counts period