

MAR 4841
Services Marketing
University of Central Florida
Spring 2013

| | |
|---------------------|--|
| Instructor: | Dr. Carolyn Massiah, Clinical Professor of Marketing |
| Office: | BA II 308 Q |
| Telephone: | (407) 823-6764 |
| Fax: | (407) 823-3891 |
| E-mail: | Carolyn.Massiah@ucf.edu (only to be used if Canvas (Webcourses 2.0) is unavailable) |
| Office hours: | Tuesdays and Thursdays 10:30 – 12:00 PM Fridays 10: AM – 12:00 PM and 1:00 PM – 3:00 PM |
| Class meets: | Tuesdays and Thursdays 1:30 – 2:45 PM |
| Room: | BA2 210 |
| Graduate Assistant: | |

| | |
|----------------|---|
| Required Text: | <ol style="list-style-type: none"><i>Services Marketing: Integrating Customer Focus Across the Firm (6th edition)</i> by Zeithaml, Bitner, and Gremler: (Hardback: ISBN: 978-0-07-811205-8)<i>The Wall Street Journal</i> Order Online: www.WSJ.com/studentoffer 15 weeks for \$29.95 |
| Lecture Notes: | On Canvas (Webcourses 2.0) |
| Credit Hours: | 3 cr. hrs. |
| Prerequisite: | Successful completion of MAR 3023 |

THIS SYLLABUS IS SUBJECT TO CHANGE.

WELCOME TO SERVICES MARKETING

Service businesses are an increasingly dominant force in world economics. This course is designed to help you develop an understanding of the unique marketing needs and challenges faced by service organizations and goods-oriented firms that use service as a competitive strategy in an increasingly challenging global environment.

Services marketing is something of a misnomer. While certainly the topic of services has had a prominent position in the marketing literature over the past quarter of a century, the impact of services on contemporary business is most certainly a cross-disciplinary/ cross-functional phenomenon. Business policy, management practices, operations management and information systems to name but a few all play an integral role in services marketing strategy formulation and execution. Within marketing, services marketing touches on such areas as retailing, business-to-business marketing, sales management, distribution channels, and promotion. This course provides you with a sense of the scope of the impact of services marketing in both goods and services predominant firms.

COURSE OBJECTIVES AND LEARNING GOALS

Businesses in today's competitive environment expect you to have a variety of skills when you graduate. Employers consistently say that they are looking for employees with the following abilities: 1) good problem-solving and critical-thinking skills; 2) excellent communication skills (both written and oral); 3) the ability to work well in teams; 4) listening skills and a willingness to understand the opinions of others; and 5) information literacy. This course is designed to help you develop these skills in the context of services marketing so that you will be more prepared to meet the needs (and hopefully even exceed the expectations!) of your future employers. We'll use lectures, class discussions, group activities, films, presentations and guest speakers to explore services marketing concepts and to create a unique service experience of our own throughout the semester.

Specific Learning Goals

After completing this course, you should be able to:

- Understand the importance of the service sector in the global economy
- Describe the differences between goods and services
- Discuss the differences between various types of services
- Use appropriate terminology to discuss key services marketing concepts
- Gather and use appropriate information to analyze service organizations
- Apply your knowledge of services marketing to specific business environments and your own experiences as a consumer/employee

REQUIRED MATERIALS

- *Services Marketing: Integrating Customer Focus Across the Firm*, 6th edition, Valerie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler, McGraw Hill Irwin, 2013.
- *The Wall Street Journal*
- Canvas (Webcourses 2.0)
- Other readings and handouts may be distributed throughout the semester.

COURSE POLICIES AND EXPECTATIONS

- Prerequisite Requirements and Disenrollment Policy
 - If you are a Business major, you must have completed Marketing 3023 prior to taking this course. Students who miss the first class meeting without prior notification may be disenrolled to create space for students who are trying to add the course.
- Academic Honesty
 - Honesty and integrity are critical attributes in both our professional and personal lives. As recent events in the corporate world have shown, unethical behaviors have high societal and individual costs. I expect you to maintain a very high standard of academic honesty.
 - The University is committed to maintaining a fair academic environment for all students. As a part of that effort, a policy of academic honesty is strictly enforced. Any conduct compromising this policy will result in academic and/or disciplinary action. Any student who violates or assists in violating these standards will be pursued through the Office of the Dean of Business Administration and the Dean of Students. (Source: The Golden Rule Student Handbook).
 - Penalties for academic dishonesty are at the discretion of the instructor. However, the **minimum** penalty for cheating/plagiarism will be the receipt of NO CREDIT for that assignment or exam. Other highly possible penalties include receiving NO CREDIT for the

entire course and the pursuit of expulsion from the University. If you are uncertain as to what constitutes cheating and/or plagiarism see the UCF Golden Rule Student Handbook and the section in this syllabus entitled “Avoiding Plagiarism”.

- Certain assignments may be submitted to www.turnitin.com, a tool utilized by the University to assist professors in identifying plagiarized content. Further information on this process will be presented during the semester.

- **In-Class Behavior**

Most of you will be graduating soon and taking a job in a corporate setting. It may be helpful in preparing you for that experience to think of class as a business meeting.

- If you needed to miss a business meeting, you’d inform your manager (or boss) in a courteous manner and make arrangements with a colleague to fill you in on what you missed. You wouldn’t ask if anything important were likely to happen at the meeting you are not attending. To do so implies that you believe meetings with your manager and colleagues are generally unimportant.
 - You would avoid being late, walking out in the middle of the meeting for any reason, or leaving early.
 - You would avoid whispering and laughing with the person sitting next to you. You would listen attentively, probably take notes, and manage your face and posture to convey interest and competence.
 - You would turn off your cell phone to avoid disturbing the meeting.
 - You would not read a newspaper or work on tasks unrelated to the meeting.
 - You would avoid interrupting people or being rude in any way.
 - You would wait until after the meeting to discuss special accommodations for your personal situation. Why? Because doing any of these things reflects badly on you.
- As a member of this class, you are invited to think, question, disagree, and offer alternatives. However, my expectation is that you will behave professionally. Failure to do so may result in disenrollment from the class.

- **Attendance**

Attendance will be taken in each class. Each student is allowed to miss two class periods with no questions asked and no excuses required. Each additional absence (beyond the second absence) during the semester will result in a 10 point deduction in your total points in the course. Plan accordingly as there will be no exceptions to this policy.

- **Exams and Assignments**

All quizzes/exams must be taken during the scheduled times and days. There are no make-up quizzes/exams unless a documented valid excuse is provided.

All assignments are due on the date assigned and must be typed in 12 pt Times New Roman Font and professionally presented. No late work will be accepted without a valid excuse. The maximum credit for an assignment turned in 1 day late = 80%, 2 days late = 60%, etc.

- **Students with Disabilities**

- The University of Central Florida is committed to providing reasonable accommodations for students with disabilities in order to allow for equal learning opportunities. If you need such accommodations, please contact the Office of Student Disability Services at (407) 823-2371. Also, if you are likely to have religious obligations that will conflict with the due dates for particular assignments, please contact me immediately. If you do not provide at least two weeks notice of such conflicts, I will not be able to accommodate them.

COURSE GRADING

| ASSIGNMENT | POINTS POSSIBLE | DATE |
|-------------------------------------|--|---|
| Exam 1 | 100 | January 23-25 |
| Exam 2 | 100 | February 13-15 |
| Exam 3 | 100 | Feb 27- Mar 1 |
| Exam 4 | 100 | March 27-29 |
| Exam 5 | 100 | April 24-30 |
| Quizzes | 100 (10 points each) | |
| WSJ Assignments | 90 (9 points each) | |
| In-Class Assignments | 60 (10 Points each) | |
| Complaint Letter Assignment | 50 <ul style="list-style-type: none"> • letter =20 • analysis = 30 | January 22 <ul style="list-style-type: none"> • Letter March 26 <ul style="list-style-type: none"> • Analysis |
| Service Encounter Journal and Paper | 75 <ul style="list-style-type: none"> • journal = 30 • paper = 45 | March 21 |
| Service Blueprint Assignment | 125 <ul style="list-style-type: none"> • blueprint design = 40 • presentation = 25 • paper = 40 • participation = 20 | April 9 <ul style="list-style-type: none"> • Blueprints • Paper • PowerPoint slides |
| Total Points Possible | 1000 | |

Final grades will be assigned strictly based on the following scale:

| GPA points and letter grade | Point Range |
|-----------------------------|-------------|
| 4.00 A | 950-1000 |
| 3.75 A- | 900-949.99 |
| 3.25 B+ | 870-899.99 |
| 3.00 B | 840-869.99 |
| 2.75 B- | 800-839.99 |
| 2.25 C+ | 770-799.99 |
| 2.00 C | 740-769.99 |
| 1.75 C- | 700-739.99 |
| 1.25 D+ | 670-699.99 |
| 1.00 D | 640-669.99 |
| 0.75 D- | 600-639.99 |
| 0.00 F | 0-599.99 |

NO FINAL GRADE WILL BE ROUNDED UP

Students are expected to achieve their desired grade through sufficient performance on assignments and exams. They should not expect to be able to improve grades through extra credit or negotiations with the instructor. Grades will only be changed to correct calculation or input errors.

EXAMS

There will be 5 exams during the semester.

Each exam will consist of multiple-choice and true/false questions as well as short answer essay questions. Exams will cover material from class lectures, discussions, guest speakers, videos and assignments as well as assigned readings. The exams will be constructed to reward those students who consistently attend class, complete the assignments and take full responsibility for their learning of the material.

Examinations are non-cumulative. Each exam only covers material since the last exam.

There will be no make-up exams for any of the 4 examinations unless you are absent on university-approved activities and have notified the instructor prior to the absence. If you miss an exam you will receive no points for that exam.

Note: Exam dates are 100% guaranteed. While the material covered on each exam may change from the tentative schedule, I assure you (barring a major catastrophe) that the exam dates will not. DO NOT schedule ANY other events during class time on these dates – including vacations. **If you have a conflict with the exam schedule, then you need to drop the class immediately.**

Students who are interested in how they performed on an exam are welcome to review their actual exam. **You may review an exam any time after grades for that exam have been posted; however, please note that all grades are final 2 weeks after the grade is posted.**

QUIZZES

During the course of the semester, there will be 10 quizzes given via webcourses. Each quiz will consist of items that will deal with material from the textbook, WSJ, and class discussion. No make-up quizzes will be given. These quizzes require you to stay current on reading assignments.

WSJ ASSIGNMENTS

You will be provided several assignments related to the *Wall Street Journal*.

IN-CLASS ASSIGNMENTS

Throughout the semester, we will work on six in-class assignments related to the material we are covering and/or current assignments. If you are not in class, you do not receive credit for the assignments,

COMPLAINT LETTER ASSIGNMENT

You will write a letter to a service organization that delivered less-than-satisfactory service and then analyze the company's response (or lack of response). Details will be provided on a separate handout.

SERVICE JOURNAL AND PAPER

To enhance your awareness of the consumption and delivery of services you are asked to keep a services journal during this class. For this assignment, you will record 10 “journal entries” detailing service encounters that you experience during the first few weeks of the semester (a form will be provide for the journal). For each entry you are expected to explain what occurred from either your, or whoever you are reporting, perspective. That is how well was the consumer served? What transpired prior to the service delivery that may have influenced the consumption experience? Was the service delivered satisfactorily and what metrics are you using to assess satisfactory service delivery? Was there any follow up by the service provider to assess your satisfaction? Would you or whoever was the customer purchase the service again and why (e.g., captured market or found the service to have genuine superior qualities over other offerings)? Detail the service delivery process. What did you observe that was particularly effective/ineffective in the service delivered? What would you do to improve the service offering both at the point of contact as well as in terms of overall management of the service experience?

In addition to the journal entries, you will write a paper analyzing your service experiences, highlighting the aspects of good and bad service encounters. Details will be provided on a separate handout.

SERVICE BLUEPRINT ASSIGNMENT

In groups of 4 to 5 students, you will be required to construct a detailed service blueprint for a particular service provider and present it to the class. The assignment will also involve writing a short paper discussing how the blueprint might be used to improve marketing and operations in the organization. Additional details of the assignment are provided in a separate handout.

GUEST SPEAKERS

I will arrange to have multiple guest speakers come in during the semester. These professionals have taken time out of their very busy schedules to talk to you about what they do in their day-to-day lives. I expect everyone to be attentive and to at least “act” interested in what the guest speakers are passing on. Your behavior can reflect either positively or poorly on their perceptions of UCF and its students. Please be on your best behavior and come prepared to ask insightful questions. In addition, because they are taking time out of their schedules to spend time with you, I expect each of you to be in class when the guest speakers are here. Therefore, **anyone absent on a guest speaker day will lose 10 points for each speaker they miss.** These points will be deducted from your final point total. Lastly, given the nature of this course, and the schedules of the guest speakers, the days they are scheduled to come might change. You are required to be in class the day that they actually come, regardless of when they were originally scheduled.

LATE ASSIGNMENT POLICY

All other point-valued assignments/activities

All assignments are due at the beginning of class on their respective due date unless you are absent on university-approved activities and have notified the instructor prior to the absence. ANY turned in after the initial collection will be penalized 20% per day or portion thereof.

UNIVERSAL VIEWS EXTRA CREDIT

Extra Credit may be earned by completing a mystery shopping experience with the Universal Views program. Up to 10 extra credit points will be awarded based on the performance rating given to the student by Universal after the mystery shopping program.

******If you sign up for Universal VIEWS and you do not cancel and/or do not show up on your participation date, 10 points will be deducted from your total class points.******

AVOIDING PLAGIARISM

Some helpful websites which outline what constitutes plagiarism as well as how to avoid plagiarism are listed below. For all assignments citations are required to be **in-text** (no footnotes or endnotes will be accepted). You must use APA format.

- ❖ UCF Library, “Ask A Librarian” Website: <http://library.ucf.edu/Ask/default.htm>
 - link to “Citation Guides”
- ❖ UCF, “Golden Rule” Website: <http://www.goldenrule.sdes.ucf.edu/>
 - Information on what constitutes academic dishonesty at UCF, possible penalties for academic dishonesty, as well as student rights and responsibilities.

FINAL NOTE

Changes to the syllabus may be made to reflect the needs of the class. Any changes will be announced in class and/or in “Announcements” on the professor’s homepage. It is the student’s responsibility to stay aware of any changes made.

| DATE | Class Topic(s) | Chapter | Probable Activities |
|----------------------------|---|----------------|--|
| Jan 8 | Course Overview Introduction to Services Guest Speaker: Universal Views | 1 | Class Introductions Syllabus Review |
| Jan 10 | Introduction to Services | 1 | |
| Jan 15 | The Gaps Model of Service Quality | 2 | Information sheet and Signature sheet due |
| Jan 17 | Customer Expectations of Services | 3 | |
| Jan 18 | Quiz 1 due Friday, January 18 at 5 PM (ch 1,2) WSJ Assignment 1 due Friday, January 18 at 5 PM | | |
| Jan 22 | Customer Perceptions of Service | 4 | Complaint Letter Due |
| Jan 23-25 | EXAM 1 | 1-4 | |
| Jan 25 | Quiz 2 due Friday, January 25 at 5 PM (ch3,4) WSJ Assignment 2 due Friday, January 25 at 5 PM | | |
| Jan 29 | Guest Speaker: Calvin Williams Career Services prep for Spring Expo | | |
| Jan 31 | Listening to customers through Research | 5 | |
| Feb 5 | WSJ Presentation In class Assignment 1 | | |
| Feb 7 | Building Customer Relationships | 6 | |
| Feb 8 | Quiz 3 due Friday, February 8 at 5 PM (ch 5) WSJ Assignment 3 due Friday, Feb 8 at 5 PM | | |
| Feb 12 | Service Recovery | 7 | |
| Feb 13-15 | EXAM 2 | 5-7 | |
| Feb 15 | Quiz 4 due Friday, February 15 at 5 PM (ch 6,7) WSJ Assignment 4 due Friday, Feb 15 at 5 PM | | |
| Feb 19 | Service Innovation and Design In-Class Assignment 2 | 8 | |
| Feb 21 | Customer Defined Service Standards | 9 | |
| Feb 22 | Quiz 5 due Friday, February 22 at 5 PM (ch 8,9) WSJ Assignment 5 due Friday, Feb 22 at 5 PM | | |
| Feb 26 | Physical Evidence and the Servicescape In- class Assignment 3 | 10 | |
| Feb 27- March 1 | EXAM 3 | 8-10 | |
| Mar 1 | Quiz 6 due Friday, March 1 at 5 PM (ch 10) WSJ Assignment 6 due Friday, March 1 at 5 PM | | |
| March 4-9 | NO CLASS – Spring Break – Be Safe | | |
| Mar 12 | Employee’s Role in Service Delivery | 11 | |
| Mar 14 | Employee’s Role in Service Delivery Customer’s Role in Service Delivery | 11 12 | |
| Mar 19 | Customer’s Role in Service Delivery In-class Assignment 4 | 12 | |
| Mar 21 | Managing Demand and Capacity In-Class Assignment 5 | 13 | Service Encounter Journal and Paper Due |

| Week of: | Class Topic(s) | Chapter | Probable Activities |
|------------------|---|----------------|---|
| Mar 22 | Quiz 7 due Friday, March 22 at 5 PM (ch 11,12) WSJ Assignment 7 due Friday, March 22 at 5 PM | | |
| Mar 26 | Integrated Services Marketing Communication | 14 | Complaint Letter Analysis Due |
| Mar 27-29 | EXAM 4 | 11-13 | |
| Mar 29 | Quiz 8 due Friday, March 29 at 5 PM (ch 13) WSJ Assignment 8 due Friday, March 29 at 5 PM | | |
| April 2 | Pricing of Services | 15 | |
| April 4 | The financial Impact of Service | 16 | |
| Apr 9 | Group Presentations – 4 groups | | Service Blueprint Assignment Due |
| Apr 11 | Group Presentations – 4 groups | | |
| Apr 12 | Quiz 9 due Friday, April 12 at 5 PM (ch 14) WSJ Assignment 9 due Friday, April 12 at 5 PM | | |
| Apr 16 | Group Presentations – 4 groups | | |
| Apr 18 | Group Presentations – 2 groups | | |
| Apr 17-19 | MAKE-UP EXAMS | | |
| Apr 19 | Quiz 10 due Friday, April 19 at 5 PM (ch 15,16) WSJ Assignment 10 due Friday, April 19 at 5 PM | | |
| Apr 24-30 | EXAM 5 | 14-16 | |