

CALIFORNIA STATE UNIVERSITY, CHICO
College of Business
Department of Finance & Marketing

MKTG 478: Services Marketing
Section 1: T/Th 9:30-10:45
Section 2: T/Th 8:00-9:15
Glenn 225

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Office Hours: Tuesday & Thursday 12:15-2:45, **and by appointment.**

Textbooks: Zeithaml, Bitner and Gremler, Services Marketing, 5th edition, 2009

Recommended Reading: Any popular business press source (Business Week, Fortune, Fast Company, Wall Street Journal, etc.)

Prerequisite: MKT 371 (Consumer Behavior)

Course Description

Why study services marketing? Much of the world economy is dominated by services, yet business school courses traditionally focus on the manufacturing goods sector of the economy. In fact, in the United States, 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. 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 organizations in the area of marketing.

The primary theme of the course is that service organizations (e.g., banks, schools, hospitals, hotels, professional services, transportation companies) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on concepts from other marketing courses and make them specifically applicable in service industry settings.

Course Objectives

The intent of this course is to introduce, discuss and analyze marketing topics important to service businesses or any business with significant service aspects. The objectives for this course are:

- To gain an understanding of the unique challenges that are involved in managing service organizations and in delivering quality service
- To be able to critically analyze components of the services marketing mix
- To gain an appreciation for the role that people (both employees and customers) and technology play in influencing service delivery, customer satisfaction, and service recovery
- To become a better, more aware service consumer
- To improve written and oral communication skills, as well as learn to be a productive team member
- To have fun and enjoy yourself while accomplishing the above objectives!

Class Format

Each day we will cover relevant information through interactive discussions, in-class group exercises, individual application exercises, short videos, cases and student presentations. It is strongly encouraged that you complete the assigned readings before class to allow for an interactive learning environment. You are expected to be active co-producers of your educational experience. Because this is an elective class, my expectations for your participation and involvement are high. Marketing is intertwined within our daily lives we all have experiences that can help others to better understand various services marketing issues. I encourage (and expect!) you to share your personal experiences with the class.

Assignments

All work done outside of class must be typed in order to receive credit. In addition, assignment turned in late will NOT receive credit. Problems with your printer, job interviews, oversleeping, having a big test in another class, etc. are all unfortunate situations but do not excuse late or hand-written work. Assignments are due *in class* on the date specified, and are usually collected at the start of class.

Your final grade is based on a portfolio of work that assesses your effort and understanding of the material using a variety of learning methods. Each of the activities are described below.

Exams

There will be 3 exams during the semester that will consist of multiple choice and short answer questions. Each exam will be worth 100 points. The exams will cover the assigned material in the text (whether or not it was covered in class), and anything discussed in class such as group exercises, videos, cases, or presentations. Unless there are extraordinary circumstances (and you contact me before the exam), there will be **NO make-ups for missed examinations**.

Service Blueprinting Team Project & Presentation

In self-selected groups of 4-5 (exact size of groups to be announced in class) you will be creating a service blueprint for a service firm/service process of your choice. In addition to the blueprint, your group will write a short paper analyzing the service process (details to be provided in a separate handout) and make a brief presentation to the class about your blueprint and analysis.

Analysis of Service Operations

Each student will be required to select a services company that they will focus on during the semester. For most chapters covered, you will be assigned “mini” homework assignments that will ask you to apply services topics from the chapter to the company you have selected. These will be introduced within the PowerPoint slides for each chapter and discussed in class. Typically they will be due the next class meeting and must be typed. The assignments will be much easier if the service company selected has a physical location so please select your service firms carefully. My advice is to select a local service provider where you have at least a basic understanding of their operations (you have worked there, you are a frequent customer, family business, etc.) It is not necessary for you have to “insider information” about the firm (but you will need a willingness to learn about the company and their operations). Some ideas include the financial aid office, a movie theatre, CSUC WREC, any bank branch, Hotel Diamond, or any restaurant. In order to ensure there is not duplication of service

firms across classes, you will need to turn in three choices (rank ordered) by Tuesday August 30th. I will let you know by Tuesday September 6th which service firm you have been assigned.

Class Contribution

Your class contribution grade will be comprised of attendance, participation in discussions and involvement in class exercises. Your regular attendance is expected but is not enough to do well in the class contribution aspect of this course; you must also be actively involved in class discussions and group activities. Throughout the semester there will be various in-class exercises (both small group and individual) used to illustrate services marketing concepts. These exercises are valuable learning tools and make up an important part of your class contribution grade. If you miss class, you will receive no points for these exercises. Every day after class I take notes about who was in class, who was absent, who was involved in the class discussions and who was not.

Although I appreciate you notifying me when you are going to miss class, please understand that I don't make determinations of "excused" or "unexcused" absences. If you are not in class, for whatever reason, you are not contributing to the classroom experience which will reduce your class contribution grade. It is up to you to determine what outside activities are important enough for you to miss class. When you are not in class, it is your responsibility to contact classmates for any information.

Please turn your cell phone off during class. It is disruptive and inappropriate to text while in class. Finally, if you are using a laptop in class, it should only be used for class activities. If you are on Facebook, checking email, watching YouTube, etc. in class you will be asked to not bring your laptop to class.

Grades

The grade you earn will be a result of your performance on the portfolio of assignments and exams described above. Points are allocated as shown along with a standard grade distribution:

Exam #1	100 points	A	93%-100%	C	73%-76%
Exam #2	100 points	A-	90%-92%	C-	70%-72%
Exam #3	100 points	B+	87%-89%	D+	67%-69%
Service Blueprint Project	100 points	B	83%-86%	D	63%-66%
Analysis of Service Operations	100 points	B-	80%-82%	F	Below 63%
Class Contribution	100 points	C+	77%-79%		
Total	600 points				

Class Schedule

WEEK	DATE	CHAPTER	TOPIC
1	Aug 23		Course Introduction
1	Aug 25	1	Introduction to Services
2	Aug 30	2	Conceptual Framework of Book: GAPS Model of Service Quality
2	Aug 30		*** Top Three Choices Due for Analysis of Service Operations***
2	Sept 1	3	Consumer Behavior in Services
3	Sept 6		Consumer Behavior in Services, continued
3	Sept 8	4	Customer Expectations of Service
4	Sept 13	5	Customer Perceptions of Service
4	Sept 15		TBA
5	Sept 20		Customer Perceptions of Service, continued
5	Sept 22		*** Exam #1: Chapters 1-5 ***
6	Sept 27	6	Listening to Customers Through Research
6	Sept 27		*** Form Service Blueprinting Teams in Class ***
6	Sept 29	9	Service Innovation and Design
7	Oct 4		Service Innovation and Design, continued
7	Oct 6	8	Service Recovery
8	Oct 11		Service Recovery, continued
8	Oct 11		** Service Blueprint Rough Draft Due **
8	Oct 13		** Service Blueprinting Project In-Class Group Work Day **
9	Oct 18		*** Service Blueprint Projects Due ***
9	Oct 18		*** Service Blueprint Presentations: Day #1 ***
9	Oct 20		*** Service Blueprint Presentations: Day #2 ***
10	Oct 25-27	7	Building Customer Relationships
11	Nov 1		Building Customer Relationships, continued
11	Nov 3		*** Exam #2: Chapters 6-9 ***
12	Nov 8	11	Physical Evidence and the Servicescape
12	Nov 10		TBA
13	Nov 15		Physical Evidence and the Servicescape, continued
13	Nov 17	12	Employees' Role in Service Delivery
	11/22 – 11/24		*** Thanksgiving Break: No Class ***
14	Nov 29		Employees' Role in Service Delivery, continued
14	Dec 1	13	Customers' Role in Service Delivery
15	Dec 6	15	Managing Demand and Capacity
15	Dec 8		Managing Demand and Capacity, continued
	Dec 12	MONDAY	*** EXAM #3: Chapters 11-13, 15 8:00-9:50 am Glenn 212 ***

*The schedule during the semester may vary from the syllabus. Announcements made in class will supersede this schedule. Exam dates will NOT be changed.