

Marketing 425

| | | | |
|--------------|--|--------|--|
| Instructor | Dr. Mark Scott Rosenbaum | Phone | 630 414-6989 (cell) 815 753 7931 (office) |
| Office | Barsema Hall 128M | E-mail | mrosenbaum@niu.edu |
| Office Hours | MW 12:15 – 2:00; 3:30 – 4:30, and by appointment | | |
| Class | MW 8:00 – 9:15 | | |

SYLLABUS IS SUBJECT TO UPDATES WITH NOTIFICATION

Professional Disclaimer: A student’s enrollment in the course and the posting of this syllabus to the course website (blackboard) means that a student understands and accepts the syllabus in its entirety.

REQUIRED Text:

Services Marketing: Integrating Customer Focus across the Firm (6th edition, 2013) by Zeithaml, Bitner, and Gremler

Learning objective:

To prepare NIU students for career opportunities in retail and hospitality management.

To provide students with an understanding regarding the major differences between goods and services, and the unique requirements involved in the selling of services.

To help students understand the importance of planning each service encounter and to understand the service from the customer’s perspective

Criteria of Student Assessment

Your grade is determined based on your performance on each segment. In term of rounding, .00 - .049 is rounded downwards, .05 - .999 is rounded upwards. I will round upward to the nearest percentage point only.

| Points | Grade | | |
|--------------|----------|---------|-----------|
| 90% - 100% | 90-93 A- | 94-96 A | 97-100 A+ |
| 80% - 89% | 80-83 B- | 84-86 B | 87-89 B+ |
| 70% - 79% | 70-73 C- | 74-76 C | 77-79 C+ |
| 60% - 69% | 60-63 D- | 64-66 D | 67-69 D+ |
| Below 59.99% | F | | |

There may be an opportunity for an extra-credit assignment during the semester for the entire class. This is based upon Dr. Rosenbaum's decision. Students cannot receive an "extra-credit" based upon their individual performance or request.

Legal Disclaimers:

1. Students have the right to dispute a grade within 72 hours of receiving the test back from Dr. Rosenbaum. Students must dispute the grade in-person or via email. Please keep a copy of the email that you send me. I will not discuss grades after 72 hours. The 72 hour rule also holds for homework assignments.
2. I will not accept grade disputes from parents, legal guardians, husbands, wives, partners, etc. or any third-party.
3. I will provide students with an exact page number of where the test question derives from in the text or how I developed the question from lecture notes, handouts, emails, etc.
4. You are expected to have a full command of the English command. Therefore, I do not make exceptions for a student's inability to know a word or a group of words on a test. I cannot be asked to deliver a test for English as a Second Language.
5. All language disputes on examinations will be settled by English definitions from www.dictionary.com. I will not accept a definition from a foreign language dictionary or from popular press. Again, I cannot be accountable for a student's inability to know English. The test questions assume a 16th grade English vocabulary.
6. I do not provide different tests for ESL or for foreign students in America.
7. I do not make any exceptions for graduate students to my grading policy. Please do not ask me for any special considerations (e.g., law school, medical school, etc.).
8. Due to student privacy issues, I will not discuss any topic that pertains to a student (enrolled or non-enrolled) with parents, spouses, partners, legal guardians, employers, other faculty, or any other living human. Please do not have any of the aforementioned people contact me to discuss student issues. However, if you want a "parent-teacher" conference, then you need to bring your parents, guardian, spouse, partner, etc. to a scheduled meeting with 24 hours advance notice and provide me with a signed statement in which a student waives his/her privacy protection.
9. Please note that in order to receive an Incomplete Grade (I) in the course, you (the student) must obtain a form request from the Marketing Student Advisor, Ms. Chris Stakal. This form must be completed and signed by both the student and Dr. Rosenbaum prior to course's completion date.
 - It is a student's responsibility to obtain the form and to obtain Dr. Rosenbaum's signature and to save a copy of the document. Any claims concerning an incomplete without the form will be considered null and void. Any suggestion that Dr. Rosenbaum told a student to destroy a document or that s/he didn't need a form is perceived as slander and this request is null and void.

- Any suggestion that Dr. Rosenbaum verbally acknowledged acceptance of an incomplete will be null and void. Dr. Rosenbaum does not and will not verbally acknowledge an incomplete. A student must have a signed document.
- The form specifies the exact completion date of the incomplete. Once the completion date passes, the incomplete form is null and void and reverts to an F. The completion date is not negotiable. There IS NEVER AN EXTENSION for an incomplete. Any suggestion of a verbal extension is viewed as slander and is null and void. The reversion to an F is not negotiable. Any suggestion of a grade other than an F is viewed as slander and is null and void.
- If a student cannot verify the accepted incomplete with an exact photocopy, then the student's request that an incomplete exists is null and void. It is a student's responsibility to save all documents and emails associated with an incomplete request.

Testing:

You will be given weekly tests in this course, as stated in the syllabus. I do not believe in "pop-tests," or cumulative mid-terms and finals. However, you will be tested diligently on material each week. Thus, you need to adjust your study habits accordingly.

Legal Disclaimers:

1. Tests begin at the beginning of each class and students have 25 minutes to complete the examination.
2. Dr. Rosenbaum will post the start time of the test and the end time.
3. Any student who arrives late will be allowed to begin the test and to finish at the stated end time. There is no exception to this rule.
4. If a student arrives late due to an official documented reason, including a moving violation, court date, or medical absence, then the student will arrange with Dr. Rosenbaum to take the test at another time request.
5. If a student arrives late due to weather, unless the campus is officially closed, the student cannot reschedule the examination for any reason. The test must be turned into Dr. Rosenbaum by the stated end time, see aforementioned 1 and 2.
6. During testing, your use of cellphones, calculators, or any electrical device is prohibited.

In-class Participation and Active Learning Assignments

Active student participation in class is essential for your learning and to the success of the class. Therefore, you will be evaluated on your individual overall participation including completion of exercises in and out of class. You have weekly learning assignments in this course. You cannot make-up these assignments; please see the disclaimer.

Legal Disclaimer:

1. You cannot make-up any missed assignments or tests, unless I am notified with evidence of a medical illness/family death, or I have given you my prior approval for another reason (e.g., out of state job interview). This evidence must be a legal document signed by an authorized professional, such as a medical doctor. I will not accept notes from unauthorized "professionals" including parents, spouses, roommates, and so forth, regarding reasons for missing examinations. I also need to be notified of a pending issue prior, not after, the examination. You can leave a message with the marketing office, my office, or my email.
2. You are often asked to work with a partner on an assignment. A partner is prohibited from writing your name on the assignment unless you contributed to the assignment.

Computer laptop usage

Please make sure to turn off cell-phones and pagers during class. I realize that many students use laptops for note taking; however, I truly enjoy looking at students as opposed to laptop computers. Laptops, netbooks, and Ipads are not permitted during class.

Legal Disclaimer:

1. I retain the right to remove a student who insists on using a laptop during my lecture.
2. I retain the right to remove a student who places any computer device, PDA, Ipod, MP3, cell phone, mini-laptop, on his/her desk or floor area during a test.
3. I will make exceptions to the computer laptop usage for students with disabilities that are acknowledged by NIU's CARR office.

Powerpoint Policy

Mircosoft created Powerpoint as an office productivity tool as opposed to a teaching aid. Although I may teach from powerpoint for some lectures, I design these slides to help me lecture and to guide my thoughts. I do not design powerpoints as an "abridged" version of the text or even as a study aid for students.

Legal Disclaimer:

1. Students are held accountable for knowing the material in the book chapter or from hand-outs.
2. Test questions, including multiple choice, true/false, short-essays, are derived from lecture notes, book chapters, or hand-outs. Test questions are NOT LIMITED to the powerpoint presentations.
3. I cannot be held accountable for a student's inability to access the Internet on a regular basis.
4. I cannot be held accountable for a student's inability to purchase a textbook. I cannot be held accountable for a student purchasing a foreign version or an outdated edition.

5. I cannot be held accountable for a student's inability to read the assigned material.
6. I cannot be held accountable for a student's out-of-school activities that limit his/her ability to read the assigned material.
7. I cannot be held accountable for a student not accessing his/her NIU student email or for realizing that his/her inbox is full.
8. I cannot be held accountable for any returned email that was sent to the z-id associated with a student's blackboard account and that is returned as undeliverable.
9. I do not accommodate student requests to forward emails to personal email accounts.

Recommendation Policy

1. NIU does not support faculty who encounter any legal matters from a student regarding slander on a written or verbal recommendation. Thus, my policy regarding recommendations must take this into consideration.
2. Your attendance in my class does not guarantee to a written or verbal recommendation.
3. Please seek my permission before using my name on an application or providing to an HR Specialist. Please seek my permission before using my name on a graduate school application.
4. I am delighted to provide **outstanding** students with recommendations for jobs or graduate school. With this said, if you sit silently in class, refrain from participation, and do not make an effort to know me, then how can I provide you with a worthwhile recommendation? What would I say, "s/he sits like a log, but tests well." If you want a recommendation or access to my LinkedIn, then please take time to participate in class

Social Networking Policy

1. I do not accept students on my personal Facebook or LinkedIn during the semester.
2. Once a student has successfully completed my course, s/he is welcome to send me a LinkedIn invitation. I may accept or decline the invitation.
3. For students that truly excel in my course and that wish to join my personal Facebook, you can discuss joining my Facebook via email. LinkedIn is suited for networking and Facebook represents a life-time friendship. Although I am on Facebook with many of my students, they are typically students that I work closely with or that were my former Fulbright students in Cambodia.
4. I suggest maintaining some relationship on LinkedIn or FB for students planning on asking me for a recommendation. After a period of time, I simply cannot remember each and every student and I will not be able to provide a recommendation to students that I have long forgotten due to a passage of time.

- Americans with disabilities statement

- o Northern Illinois University is committed to providing an accessible educational environment in collaboration with the Disability Resource Center (DRC). Any student requiring an academic accommodation due to a disability should let his or her faculty member know as soon as possible. Students who need academic accommodations based on the impact of a disability will be encouraged to contact the DRC if they have not done so already. The DRC is located on the 4th floor of the Health Services Building, and can be reached at [815-753-1303](tel:815-753-1303) (V) or drc@niu.edu.
- Academic integrity statement
Any student involved in cheating on an exam, quiz, paper or assignment, including assisting another student in cheating, will receive a minimum penalty of a score of zero for the exam, quiz, paper or assignment in question. Furthermore, cheating on any exam, quiz, or case may be grounds for an "F" in the class, and possibly dismissal from the University. Please refer to the NIU Student Code of Conduct and the College Code in the BELIEF handbook for further information.

| Week | Topic | Required Reading For Scheduled Class |
|-------------------------------|---|--------------------------------------|
| Week #1 Aug 26 – Aug 28 | <i>Understanding Services Marketing</i> What is service marketing? The Service Marketing Mix Framework Characteristics of Services Framework Understanding How Services Differ from Goods In-class exercise 5 points (clue management) Total segment points 5 | Chapter 1 |
| Week #2 Sept 2 Sept 4 | The Services Marketing Vocabulary September 2: MLK Holiday Sept. 4 examination, presentation by Kohl's on Service at Kohl's Take -home television exercise Total segment: 120 points | Chapter 1 |
| Week #3 Sept 9 Sept 13 | <i>Expectations of Service Quality</i> Objective: Zone of Tolerance Framework Understanding how customers form expectations of services Test: 100 points | Chapter 3 |

| | | |
|----------------------------------|--|------------|
| | Service Expectation Form and Journal (to be passed out in class) Total segment 120 points Exam Date Sept 13 | |
| Week #4 Sept 16 Sept 18 | <i>Perceptions of Service Quality</i> Five dimensions of service quality (SERVQUAL) SERVQUAL & Moments-of-Truths Concept Chapter 4 Test: 100 points In-class exercises for this segment 20 points Total segment points 120 Exam Date Sept 18 | Chapter 4 |
| Week #5 Sept 23 Sept 25 | <i>Servicescape</i> Understanding the Role of Physical Evidence in Services On Wednesday, we will have class at the usual time; and we are going to meet at the Kohl's in DeKalb from 6 – 8:30 p.m. at Kohl's in DeKalb. Dinner will be serviced. At the store, you will be given a front-stage and back-stage tour, and an assignment to complete after the tour. Servicescape exercise 100 points Servicescape examination 100 points Total Segment Points: 200 points | Chapter 10 |
| Week #6 Sept 30 & Oct 2 | Measuring Service Quality Understanding the various ways of evaluating customer service in consumption settings Examination 100 points Oct 2 In-class exercise 20 points. | Chapter 5 |
| Week #7 Oct 7 Oct 9 | <i>Why does Service Stink?</i> Understanding the GAPS model of service quality Examination 100 points Oct 9 In-class exercise 20 points Total segment 120 points | Chapter 2 |
| Week #8 Oct 14 Oct 16 | Creating a customer-driven firm Chapter 9 Examination (100 points) In-class assignment 20 points Total segment 120 points Exam October 16 | Chapter 9 |
| Week #9 | <i>Understanding how to implement recovery</i> | Chapter 7 |

| | | |
|----------|--|------------|
| Oct 21 | <i>solutions</i> | |
| Oct 23 | Objective: Examination Oct 23 100 points In class exercise 20 points Total segment 120 points | |
| Week #10 | Visualize the Service: Customer Journey Mapping Materials distributed in class by Dr. Rosenbaum Incredible, awesome lecture on the new topic | |
| Oct 28 | Group Project: Creating the Journey Due Nov 4 | |
| Oct 30 | Group Journey Project 200 points (first), 150 (second place), third place (100), everyone else graded from 0-100 points. Project due Nov 4 | |
| Week #11 | Visualize the Service: The Service Blueprint Understanding the service blueprint | |
| Nov 4 | Creating the blueprint group assignment (due | Chapter 8 |
| Nov 6 | Nov 11) Total segment: 120 points Exam M | |
| Week #12 | <i>Planning the Service: Rosenbaum's Service Plan</i> Learn Dr. Rosenbaum's 8-step Service Plan | |
| Nov 11 | Group project: create the 8-step plan, begin in- | |
| Nov 13 | class. Due November 18 | |
| Week #13 | <i>What do service employees have to do to get this right?</i> Understanding an employee's role in service delivery | Chapter 11 |
| Nov 18 | Emotional Labor | |
| Nov 20 | In class segment 20 points Examination Nov 20 100 points Total segment 120 points | |
| Week #14 | <i>Customer Journey Mapping with Empathy</i> <i>Mapping</i> | |
| Nov 25 | Create an in-class CJM map Total segment 25 points | |
| Week #15 | <i>Why does this matter?</i> <i>The financial implications of quality service</i> | Chapter 16 |
| Dec 2 | <i>Examination December 4</i> | |
| Dec 4 | <i>In-class exercise 20 points</i> | |

Total segment 120

Week #16 FINAL EXAMINATION WEEK

Dec 9-13