

MKTG 3312 Services Marketing – Wed 2:10pm Fall 2013

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GaView Email is the preferred way to contact me. Email that does not have a sender's full name will NOT be answered. Be sure to say who you are and what class you are in. Emails that I perceive as disrespectful will NOT be answered.

My Instant Messaging/Pager in GaView is permanently turned OFF. Please do not send me an instant message or page as I will not receive it. Please use GaView email instead.

I. Text book

Lovelock and Wright (2002) "Principles of Service Marketing and Management" 2nd edition, Prentice Hall. Additional resources can be found on the textbook's website. See link below.

http://cwx.prenhall.com/bookbind/pubbooks/bp_lovelock_posmm_2/

****There are five required Harvard Business Cases. Cases must be purchased online at Harvard Business School website. See GaView for link to Harvard website.**

GaView

Course materials are available on GaView for your convenience. Go to www.clayton.edu and click on Swan Portal Login. After logging in, click on GaView. Syllabus, quizzes, assignments, grades, and class notices will be posted on GaView. GaView can also be accessed via the following link. <https://clayton.view.usg.edu/>

II. Introduction

Services Marketing is a one-semester course, which emphasizes marketing strategies for service organizations. This class will focus on understanding service processes, service encounters, customer behavior, and the service product. In addition, this class will cover pricing, promotion, positioning, and demand. Service employee issues will also be addressed.

III. Course Objectives

Upon successfully completing this course, the student should be able to:

1. Define services marketing and explain the difference between a service and a good.
2. Describe the different types of service processes.
3. Explain what a service encounter is and what factors influence the service encounter.
4. List and describe the ways service organizations handle complaints.

5. Define the service product and explain how pricing, promotion, and positioning influence the service product.
6. Explain the factors that influence service quality and customer satisfaction.
7. Explain how service organizations manage demand and capacity.
8. Describe the service employee's role in the service organization.

IV. Special Provisions

Students with disabilities who require reasonable accommodations need to register with Disability Services. You can contact them at 770-961-3719 or disabilityservices@mail.clayton.edu. If you do qualify for services, please bring your letter of accommodations to me as soon as possible. [Please make an appointment with me to discuss your specific needs and review course requirements, if needed].

Alternative Format/Disability Services: To obtain this document in an alternative and request accommodations, please contact the Disability Service Coordinator, 770-961-3719, Student Center 214, disabilityservices@mail.clayton.edu

V. Prerequisites

You are expected to have successfully completed MK 3101 prior to entering MKTG 3312. It will be assumed that you will have a working knowledge of the material from this course.

VI. Academic Integrity and Student Policies

Academic integrity is of paramount importance at Clayton State University. Students are expected to abide by the Student Code of Conduct as outline in the University's official Student Handbook. Students should also be familiar with the University's Classroom Policies and with the University's Academic Integrity Policy. Plagiarism will not be tolerated. Both sets of policies are posted in GaView. Students must abide by policies in the University Student Handbook. I expect students to be honest and to submit for credit only the products of their own efforts. Students should be familiar with the university's policy on issues such as plagiarism, unauthorized collaboration, falsification, and multiple submissions.

Students are expected to abide by all policies in the University Catalog, Student Handbook, and the list of Basic Student Responsibilities posted on the Registrar's web site: <http://adminservices.clayton.edu/registrar/>

BASIC UNDERGRADUATE STUDENT RESPONSIBILITIES

The link below is to the Basic Undergraduate Student Responsibilities from Clayton State's online Academic Catalog:
<http://a-s.clayton.edu/BasicUndergraduateStudentResponsibilities.htm>.
Please familiarize yourself with these responsibilities as part of your contractual relationship with Clayton State University.

UNIVERSITY ATTENDANCE POLICY

Students are expected to attend and participate in every class meeting. Instructors establish specific policies relating to absences in their courses and communicate these policies to the students through the course syllabi. Individual instructors, based upon the nature of the course, determine what effect excused and unexcused absences have in determining grades and upon students' ability to remain enrolled in their courses. The university reserves the right to determine that excessive absences, whether justified or not, are sufficient cause for institutional withdrawals or failing grades.

VII. Grading Procedure

Exams and activities will be graded according to the following points for the calculation of the course grade:

Exam 1.....	200 points
Exam 2.....	200 points
Final Exam.....	200 points
Group Case Presentation	50 points
Chapter Quizzes on GaView.....	80 points
Individual Case Assignments.. ..	40 points
In-class Assignments.....	24 points
Practice Quiz.....	2 points
<u>Syllabus Assignment.....</u>	<u>4 points</u>
Total	800 points

Total Points	Course Grade
720 - 800	A
640 - 719	B
560 - 639	C
480 - 559	D
479 - 0	F

VIII. Exams

Exams will cover class slides, class lectures, cases, and material from the textbook. For makeup exams, I will offer one cumulative test at the end of the semester for those students who have missed an exam during the semester for any reason. Your grade on this test will take the place of any missing element in your exam grade points other than the final exam. The date and time will be posted on the GaView calendar and in the tentative class schedule. The cumulative makeup exam will only be given at the time posted on GaView. There is no makeup for the final exam or the cumulative makeup exam. Students that miss the final exam for any reason will receive a zero for the final exam. The only excused absence from a test is participation in an officially sanctioned University activity or military service. Employment conflicts are not excused absences. All test dates are posted on the class schedule and it is your responsibility to be present for every exam.

Several other important points to keep in mind about exams:

1. Bring a scantron and a #2 pencil with an eraser to each exam.
2. Each exam will consist of multiple choice and discussion questions.
3. **Be on time for every exam. Students who are more than 10 minutes late will lose 2 points for each minute that they are late.**
Example: A student that walks in 20 minutes late will lose twenty points (10min after 10 minute grace period X 2) off their exam grade. Students that come in late will NOT be allowed to take the exam after the first student turns in the exam. Also, you will not be allowed any extra time if you are late.
4. Students must take the exam at the scheduled day and time on the schedule. Students cannot take exams early or late.
5. Exam grades will be posted on GaView. Questions concerning your grade or any comments regarding the test should be brought to me individually in my office.
6. Academic dishonesty in all forms is prohibited. Cheating and or plagiarism may result in an F for the course.
7. You must turn OFF all sound emitting devices (e.g. cell phones and pagers). Failure to do so may result in a reduction of five points toward your test grade.
8. You may not use your book or notes during the exam.
9. If I cancel class or the University cancels class, the exam will be on the next scheduled class.
10. You will have 50 minutes to complete each exam including the final exam. The final exam is a regular exam (not a comprehensive exam).
11. Exam, scantron, and discussion sheet must be turned in for each exam or student will receive a zero for the exam.
12. **Students that miss the final exam (for any reason) will automatically receive a zero. If a student is late to the final exam and a student has already turned in the final exam, the late student will not be allowed to take the final exam and will receive a zero for the final exam.**

IX. ITP Choice Policy

Each CCSU student is required to have ready access throughout the semester to a notebook computer that meets faculty-approved hardware and software requirements for the student's academic program. See <http://itpchoice.clayton.edu> for full details of this policy.

- X. Computer Competencies Required and Preparation for Class
- This course required basic knowledge of computers. GaView and email will be used extensively.
- XI. In-class Assignments & Syllabus Assignment
Attendance and participation in the case presentations are strongly recommended. Students will complete in-class assignments during and after the case presentations. Being late to class and/or departures during the case presentations will lower your in-class assignment grade. Your overall in class assignment grade will be determined by the number of in-class assignments that you complete and turn in. In-class assignments can only be done during class and they cannot be made up.
- There will be 7 in-class assignments.
 - You will only need to complete 6 of the 7 in-class assignments. Extra credit will be given if you complete more than 6 in-class assignments.
 - Each in-class assignment is worth 4 points.
 - **There will be one syllabus assignment worth 4 points and it is due on the second day of class. See GaView for assignment.**
- XII. Quizzes on GaView
Students are required to **complete 10 of the 12 quizzes on GaView.** There are eight questions on each quiz and each question counts one point. Students will have 20 minutes to complete each quiz. Students may complete all 12 chapter quizzes. The highest 10 quiz grades will be used for calculating grades. No extra credit will be given for students who complete more than 10 quizzes. See tentative class schedule and GaView calendar for dates of quizzes. Late quizzes will not be accepted. All quizzes will be available during the first week of class and all quizzes may be completed as soon as they are posted on GaView. There is one practice quiz which is worth 2 points.

Students who disagree with a quiz question, must send an email in GaView with a copy of the quiz question and a paragraph explaining why the question is not correct (e.g. page numbers and definition from textbook).

XIII. Cases

Individual Case Assignments

Students will be required to turn in answers for four of the five cases. This is an individual assignment and not a group assignment. Discussion questions will be posted on GaView. Each case assignment of questions is worth 10 points for a total of forty points. Students must answer the discussion questions for each case. Assignments must be typed and you must turn in your own original work. Handwritten assignments will not be accepted. Grammar and spelling errors will lower your grade. Students

may answer the questions by writing paragraphs or by bulleted lists. The format for each assignment is 1.5 -2 pages single spaced with one inch margins and size 12 Times New Roman font. **Extra credit will NOT be given if you complete more than 4 of the 5 individual case assignments.** The highest four individual case grades will be used for calculating grades. Due dates for case assignments are posted on tentative schedule.

Students must turn in a hard copy of their individual case assignment before class starts. Late assignments will NOT be accepted.

The cases must be purchased at the Harvard Business School website. All cases can be purchased and downloaded online. See GaView for link to website.

Group Case Presentations

During the first or second day of class students will form groups of 4 to 6. Groups will be required to present and discuss on one service marketing case. The group case presentation will be worth fifty points. Once a group signs up for a case and a date, they cannot change cases or dates. Cases will be selected on the first day of class. Be sure to hand in your powerpoint slides before your presentation starts. Additional information and presentation requirements will be posted on GaView.

Students will evaluate their group members' participation. Points for the group case will be assigned based on these peer evaluations. Additional details are provided on GaView.

XV. Email and GaView

You are required to regularly check GaView and your campus email. Per the Registrar's Office, you must use your Clayton State email account or GaView email when communicating with me via email. Emails that I perceived as disrespectful will NOT be answered.

Other Information

- All assignments are due by the time class starts on the due date. Students must turn in a hard copy of the assignment. Late assignments will NOT be accepted. All assignments must be typed (one inch margins, size 12 Times New Roman font) or they will NOT be accepted.

XVI. Classroom Etiquette

1. Sound-emitting personal items/devices are NOT Allowed.
You are expected to turn off/mute all items that emit sounds and noises that may interrupt the class (e.g. cellular phones, pagers, watch alarms etc.). You are not allowed to answer phone calls during class. Have your family alert campus security (770-960-5151) in the event of an emergency.
2. Be on time to class.

3. **Computers and cell phones need to be off and closed unless they are being used in a classroom assignment.**
4. Be respectful of me and your fellow classmates. Disrespectful and disruptive students will be asked to leave the class and will lose 10 points for that day. Students who sleep through class will not receive any class participation points and they will be asked to leave the class.
5. Student behavior that I feel is disruptive or disrespectful may cause a student to be dismissed from the class and may lead to the student being expelled from the entire course.
6. Please avoid walking across the classroom during the lecture, as this will disturb the professor and other students.

XVII. Extra Credit

College of Business and Career Services Activities

Students may earn FOUR extra credit points for attending each of the following school meetings. Each meeting is worth three points.

- **College of Business Speaker Series**
 - **Career Services Events**
 - **College of Business Career Events** (contact Sanford Dennis for details)
 - **Marketing Club Events**
- Students must turn in a hard copy typed paragraph about what occurred at the event and what they learned from the event.
 - For the School of Business events, you must electronically sign in with your Laker card. For the Career Services Events you must attach the card from the event. Credit will not be given without a card from those events.
 - For College of Business Career Events you must attach a letter or email from Sanford Dennis stating that you attended the event.
 - For Marketing Club events, you must sign the attendance sheet or attach an email from the Marketing Club president.
- Students must attend the entire event.
 - **Students can only receive a maximum of twelve credit points for attending events.**
 - **All typed paragraphs about events must be turned in before the final exam starts. Paragraphs will NOT be accepted after the final exam starts – NO EXCEPTIONS.**

XVIII. Additional Information

- **Grades – All grades will be posted on GaView. You have 3 weeks from the submission date of any grade to inform me of any discrepancies. It is the student's responsibility to check his/her grades on GaView. You will also need to check your grades before finals week begins. No changes will be made after finals week begins. Students who disagree with any**

grade (e.g. exam, a project, a paper) must provide a typed paper explaining why their grade is not correct. Students must present documented reasons (e.g. material from textbook) and not feelings about why their grade is not correct. This must be turned in 24 hours before scheduling a meeting with me. All discussions involving grades must be discussed in person in my office during my office hours.

- Be sure to turn in your own work. Your work should not resemble any one else's work.
- Children – Children will NOT be allowed in class, at the exams, at the presentations, outside the classroom, or in the hallways.
- Lectures and class discussions may NOT be recorded (no video taping or audio recording).

The CSU policy concerning children in classes and on-campus:

- Children are not permitted in classrooms.
- Faculty will not allow children to be present in their classrooms. If a student brings children to class, the student and children must be told to leave the classroom.
- Unattended children will not be permitted on-campus (in hallways, the gym, the library, outside of buildings, etc.).
- Public Safety (770 961-3540) will be notified if unattended children are observed on campus. If faculty or staff observe unattended children on-campus, they are responsible for informing Public Safety. The campus police will take any unattended children to the classroom of the parent, and will get the parent out of class. The parent will not be permitted to bring such children into the classroom.
- Parents are referred to Campus Life (UC Room 258, 770 961-3510) for information concerning childcare facilities off-campus.

Our Mission

The Mission of the School of Business is to:

- Prepare** a diverse student body for business and professional careers by providing a quality education.
- Provide** a student-centered environment, using technology to enhance student learning.
- Support** faculty in applied and instructional research and service to the profession.
- Serve** primarily the metropolitan Atlanta area.

XVIV. 3312 Hybrid Wed 2:20pm Tentative Class Schedule

Wed Aug 14	Course Introduction / GaView/ Student Introductions Chapter 1 (p.4-15) * Select group members
Wed Aug 21	Presentation by Bridgette McDonald – Career Services Chapter 2 Syllabus Assignment Due Practice Quiz Due Wed Aug 21 at 10:00am

Wed Aug 28	Chapter 2 Chapter 3 GaView Quizzes Chapter 1 – Due Wed Aug 28 at 10:00am
Wed Sept 4	Chapter 4 Chapter 6 GaView Quiz Chapter 2 & 3 - Due Wed Sept 4 at 10:00am
Wed Sept 11	CVS (A) - Group Case Presentation Chapter 6 Individual CVS Case Assignment Due Before Class Starts GaView Quiz Chapter 4 & 6 – Due Wed Sept 11 at 10:00am
Wed Sept 18	Exam 1 (covering Chapters 1, 2, 3, 4, & 6) Extra Credit Activity Write-ups Due Before Exam Starts
Wed Sept 25	Chapter 7 Chapter 8 GaView Quiz Chapter 7 – Due Wed Sept 25 at 10:00am
Wed Oct 2	Four Seasons Group Case Presentation Chapter 8 Chapter 9 Individual Four Seasons Case Assignment Due Before Class Starts GaView Quiz Chapter 8 – Due Wed Oct 2 at 10:00am
Wed Oct 9	Southwest Airlines Group Case Presentation Chapter 9 Individual Southwest Airlines Case Assignment Due Before Class Starts GaView Quiz Chapter 9 - Due Wed Oct 9 at 10:00am
Wed Oct 16	Watch Ch. 12 Video Lecture on GaView GaView Quiz Chapter 12 – Due Wed Oct 16 at 10:00am
Wed Oct 23	Exam 2 (covering Chapter 7, 8, 9, & 12) Extra Credit Activity Write-ups Due
Wed Oct 30	Chapter 13 Chapter 14

Wed Nov 6	<p>Speaker from Delta Air Lines – Revenue Management</p> <p>GaView Quiz Chapter 13 – Due Wed Nov 6 at 10:00am</p>
Wed Nov 13	<p>Ebay Group Case Presentation</p> <p>Chapter 14</p> <p>Chapter 15</p> <p>Individual Ebay Case Assignment Due Before Class Starts</p> <p>GaView Quiz Chapter 14 - Due Wed Nov 13 at 10:00am</p>
Wed Nov 20	<p>Ritz Carlton Group Case Presentation</p> <p>Chapter 15</p> <p>Individual Ritz Carlton Case Assignment Due Before Class Starts</p> <p>Ga View Quiz Chapter 15 – Due Wed Nov 20 at 10:00am</p>
Wed Nov 27	No Class – Thanksgiving Holidays
Wed Dec 4	<p>Final Exam at 12:30pm (covering Chapters 13, 14, 15)</p> <p>Extra Credit Activity Write-ups Due Before Exam Starts</p> <p>Cumulative Makeup Exam Immediately After Final Exam</p>