

**McCoy College of Business Administration
TEXAS STATE UNIVERSITY-San Marcos
Department of Marketing**

MKT 5335: Services Marketing

Fall 2013, Monday, 6:30 PM – 09:20 PM

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COURSE DESCRIPTION:

Services dominate the global economy and are becoming critical for competitive advantage in companies across the globe and in all industry sectors. In this course, you will learn the foundations of services marketing. In addition, you will learn to create, promise, and deliver a successful, interactive customer experience.

COURSE MATERIALS:

1. No Required Textbook.

2. Required Articles:

- a. Bitner, Mary Jo, Amy L. Ostrom and Felicia N. Morgan (2008), "Service Blueprinting: A Practical Technique For Service Innovation," *California Management Review*, 50 (3), 66-94.
- b. Fisk, Raymond P. (2009), "A Customer Liberation Manifesto," *Service Science*, 1 (3), 135-141.
- c. Fisk, Raymond P. (2011), "The Art of Serving Customers," in *Revista MisiónPyme*, October, 65.
- d. Fisk, Raymond P. and Stephen J. Grove (2012), "A Performing Arts Perspective on Service Design," *Touchpoint: The Journal of Service Design*, 4 (2), 20-25.
- e. Fisk, Raymond P. and Kirk D. Walden (1984), "Naive Marketing: A Neglected Dimension of Human Behavior," in *Marketing Theory: Distinguished Contributions*, edited by Stephen W. Brown and Raymond P. Fisk, New York: John Wiley and Sons, 147-156. (Revised from 1979 marketing theory conference proceedings).
- f. Ostrom, Amy L., Mary Jo Bitner, Stephen W. Brown, Kevin A. Burkhard, Michael Goul, Vicki Smith-Daniels, Haluk Demirkan and Elliot Rabinovich (2010), "Moving Forward and Making a Difference: Research Priorities for the Science of Service," *Journal of Service Research*, 13 (1), 4-36.
- g. Patrício, Lia and Raymond P. Fisk (2011), "Synthesizing Service Design and Service Science for Service Innovation," *Touchpoint: The Journal of Service Design*, 3 (2), 14-16.

- h. Patrício, Lia, Raymond P. Fisk and João Falcão e Cunha (2008), "Designing Multi-Interface Service Experiences: the Service Experience Blueprint," *Journal of Service Research*, 10 (4), 318-334.
- i. Patrício, Lia, Raymond P. Fisk, João Falcão e Cunha and Larry Constantine (2011), "Multilevel Service Design: From Customer Value Constellation to Service Experience Blueprinting," *Journal of Service Research*, 14 (2), 180-200.
- j. Vargo, Stephen L. and Robert F. Lusch (2004a), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (January), 1-17.
- k. Vargo, Stephen L. and Robert F. Lusch (2004b), "The Four Service Marketing Myths: Remnants of a Goods-Based, Manufacturing Model," *Journal of Service Research*, 6 (4), 324-335.

1. **More Required Articles Will Be Added As Needed**

3. To enhance your marketing understanding and professional perspective, it is recommended that you read business newspapers and magazines, such as the *Wall Street Journal*, *Business Week*, *Fortune*, and the *Economist*. Of course, reading news electronically is the modern way to consume news, so I encourage you to find these sources and others electronically.
4. Current E-mail address – I will use e-mail to communicate with the class, send reminder messages, and relay answers to questions that you may have between class meetings.
5. TRACS will be used to distribute class information. You are responsible for all TRACS materials, announcements, etc.

LEARNING OBJECTIVES:

1. Learn a foundational knowledge of the basic concepts and issues in service marketing.
2. Learn to apply service knowledge and service skills to managing service organizations.
3. Learn how services marketing activities must be integrated with service management, service engineering, service science, and even service arts.
4. Learn how serving customers is essential to human progress.
5. Learn the emotional meaning of service and serving customers.
6. Learn how to become a self-directed and lifelong service learner.

SKILLS AND KNOWLEDGE YOU ARE EXPECTED TO BRING INTO THIS COURSE:

1. Oral and written communication skills
2. Interpersonal and teamwork skills
3. Analytical skills for examining and interpreting business events and scenarios
4. Ability to find and integrate information from library and online databases

PREREQUISITES:

Graduate standing.

COURSE POLICIES:**A. INSTRUCTIONAL METHODOLOGY:**

The core material will be presented using lecture, discussions and exercises. Relevant PowerPoint slides and supplementary materials will be uploaded to the course website on TRACS. Instructional methods include individual and group-based in-class exercises, oral presentations, written assignments, and a comprehensive services marketing plan.

B. ATTENDANCE:

Regular attendance is critical for doing well in this course. Make arrangements to obtain notes from another student in case of any absence. Attendance will be recorded at the beginning of each class period. In addition to attending class, students are expected to actively contribute to classroom discussions. Poor attendance, tardiness, and lack of preparation can significantly hurt your overall class participation grade.

C. COURSE REQUIREMENTS:**Service Scavenger Hunt**

You will each scavenge for **notable** news about services marketing. These sources might include news articles, journal articles, books, blog posts, and audio/video clips on any aspects of services marketing. Once you find a notable resource, you should share the information on the source and write a paragraph describing why it is a good source for everyone in the class to read. Each student must find and comment on at **least one source for each week** that we do a scavenger hunt. The purpose of this assignment is to enable us to devote a part of our class discussion time to interpretation of current events in services marketing. You should be prepared to lead the discussion for any source you selected. The entire class will participate in discussing these resources as part of their participation grade.

Service Encounter Journal

As part of this class, each student will keep a journal of service encounter experiences. The goal of this assignment is to understand and evaluate your service encounters (buyer-seller interaction) from your own perspective as a customer. This process will improve your ability to analyze and diagnose services marketing problems now and in the future.

We all have numerous service encounters each week with everything from restaurants, banks, drycleaners, doctors, libraries, and hair stylists. **You are required to complete 7 journal entry forms.** Each entry will correspond to one service encounter you have. The purpose of the journal is to identify sources of customer satisfaction or dissatisfaction with services.

Collect a variety of types of incidents, as well as some that you find satisfying and some that are dissatisfying. Also, include at least one service that was electronically delivered.

The best way to complete your journal entries is to fill one out immediately following a particular incident. Do not complete several in a row. If you do your entries from memory or do too many at one time, the quality of the entries will suffer.

Finally, develop a report in which you analyze and reflect on your seven service encounter experiences. In this paper, identify in your own words the sources and actions that seem to account for satisfaction or dissatisfaction with services - include relevant course concepts. **Your typed report, about 6-7 pages, should also include (as an addenda) your journal entries.** Be sure to follow the paper writing guide instructions.

Your report based on your service encounter journals is due on **November 11th**.

Service Industry Analysis and Personal Marketing Pitch

Each student will choose a service organization in a service industry where they aspire to work. You will then analyze service industry and the service organization. The goal of this assignment is for you to understand and evaluate the service industry and the organization from the perspective of searching for a job as a Texas State graduate.

Each oral report should cover the following topics:

1. Nature and size of the service industry
2. Major service organizations in this industry
3. The relative position of your chosen service organization
4. What are your services marketing skills?
5. Why should the organization hire you?

You should imagine this task as being asked to do an oral presentation to your favorite service organization to convince the Board of Directors to hire you as their next Marketing Manager. Your favorite organization can only hire one marketing manager. Why should it be you?

Your personal marketing pitch will be based on three personal skills that you think would make you the most desirable person to hire. Selecting these personal skills will require you to engage in a careful self-assessment of your skills and careful research on what your favorite service organization looks for in marketing managers. To help you identify your marketable skills, an extensive mind map diagram of possible human skills will be shared with you.

The oral presentation should be approximately 10 minutes. Please give your presentation via PowerPoint and prepare a brief handout for the benefit of your classmates.

You will do your personal marketing pitches on October 21st.

Team Marketing Plan

This course is designed so that class topics and discussions are directly tied to a marketing plan project that you create for a hypothetical new service organization. You have three choices for

your hypothetical service organization: 1) profit-seeking service organization, governmental service organization, or nonprofit service organization.

For this project, the class will be divided into small teams (3 to 4 members each). Each team will develop and present a comprehensive services marketing plan for a hypothetical service organization of your choosing. Such a plan requires a carefully researched situation analysis followed by the formulation of marketing objectives, target markets, and a marketing strategy. Your strategy should use the *expanded 7Ps version of the marketing mix*: product, price, promotion, place, physical evidence, participants, and process. Particular attention should be given to the unique aspects of services marketing and especially the role of *co-creating services*.

Your plan should include a design of the organization's service system. Your design should especially focus on the 3 New Ps of service: physical evidence, participants, and process.

In designing the service, I recommend considering the following possibilities: blueprinting the desired service, developing scripts, developing costumes, developing training procedures, and developing service processes. You should especially search for ways the service organization could serve customer needs by relieving burdens or enabling opportunities. Also, don't overlook ways to improve the service via service arts, especially service theater.

Information Technology & Research: A working understanding of the secondary data and electronic databases available at Alkek Library is required to successfully complete your marketing plan project. Be sure to read and integrate relevant current business events. All data sources, including interviews, websites, company reports, magazine articles, and others, must be referenced in the written report. *A minimum of 10 references is expected.* Any material taken directly from another source must be placed in "quotes" or properly reworded and cited. Failure to give full credit constitutes plagiarism.

Critical Thinking: This project requires that each participant and each team assume the role of a marketing manager. Creating your marketing plan is analytically challenging and facilitates improvements in oral and written communication skills.

Creative Thinking: Each team should strive to make their plan as creative as possible. Teams should also use multimedia tools to help enhance the creativity of their plan.

Deliverables: The following material must be submitted on designated due dates.

- ***Team Contract:*** A submitted team contract represents an agreement by team members regarding workload, communication, submissions, contribution, and other facets of team activity. Teams must also plan to deal with member(s) whose contribution falls below expected standards. **Due September 16th.**
- ***Synopsis:*** A synopsis or rough draft of the marketing plan must be submitted. This should detail the team's preliminary findings and should also mention your planned activities. The synopsis will not be graded, but will provide valuable insights on strategy evolution. **Due October 14th.**

- **Project Report:** The project report must be 25 pages in length, not counting appendices, and conform to the *marketing strategy* and the *paper writing guide* instructions. You are expected to carefully research this report and reference the sources you use. **Due December 2nd.**
- **Presentation (PowerPoint Slides):** An electronic copy of the PowerPoint slides must be submitted the day of the actual presentation. Arrangements must also be made to submit videos and other supplementary material. **Due December 9th.**

Teams and Teamwork: These instructions were created to help you be successful in teams.

Working Together: Working well together as a team requires that each team member learn to cope with the different personalities and backgrounds of the other team members. The success of your team hinges on the ability of the team members to work together. Be respectful of each team member's opinions.

Successful Teams: The success of a team is determined by how effectively and efficiently they work together. A strong team meets regularly. A strong team manages its time well. A strong team argues frequently, but in private. A strong team rehearses carefully. A strong team carefully follows the instructions in the syllabus and in the "Guidelines." A strong team performs a wide variety of roles and performs them well. A strong team never lets differing schedules, ages, nationality, race, sex or experience interfere with their performance.

Removing a Team Member: Do not put up with a team member that does not contribute! If a team member does not carry his or her share of the work, the student will be required to complete a marketing strategy project on his or her own.

The decision to remove a team member must be determined by a majority vote of the team members. Such a decision should not be made lightly. It should be made very carefully. In general, it is best to warn a person that he or she needs to improve and notify me of any team problems. If no improvement occurs, then the team is probably justified in removing that person. The team must notify the person who is being removed and they must notify me of their actions. Any student who is removed from a team is required to do team marketing plan individually.

Team Evaluations: At the end of the class, each team member will evaluate the contribution of all other team members. Team evaluations may result in the lowering of individual team member's grades because of lack of contribution. No upward adjustment of grades is possible. In extreme cases, failing to contribute as a team member might cost you a full letter grade.

Participation And Professionalism Grade

A professional is a person of true character who conducts him or herself in a dignified, appropriate manner. Sadly, professional conduct is sometimes rare in business. The best business firms tolerate nothing less than professional conduct. They also hire and keep only those people capable of behaving professionally. Professional conduct will be the norm in this class. This includes listening attentively to your professor and your classmates. Doing non-class work (or play) on your computer or phone is unprofessional, too.

Participation grades are based first on the assumption that you attend class. Any unexplained absence will cost you 10 points on your participation grade. Any excused absence will cost 5 points. Being late for class will cost 2 points. Occasionally, students think it is unreasonable to take points off for non-attendance. Would you be treated any differently in the business world?

Assuming you are present in class, your participation grade is based on the frequency of your participation (questions, discussion, etc.) and the quality (clarity, relevance, importance, etc.) of your participation. Note that it can take weeks to overcome losing ten points for non-attendance.

In short, attendance, preparedness, participation, and professionalism all count toward your participation and professionalism grade. Irrelevant and off-topic comments can also affect the participation grade.

Grade Evaluation

Service Scavenger Hunts	20%
Service Encounter Journal	20%
Service Industry Analysis and Personal Marketing Pitch	15%
Team Marketing Plan Report	20%
Team Marketing Plan Presentation	15%
Participation and Professionalism	10%
TOTAL	100%

Grades for this course will be earned on a straight scale:

90-100	=	A
80-89	=	B
70-79	=	C
60-69	=	D
0-59	=	F

Note: Grades will not be curved.

As mentioned earlier, team project scores may be adjusted based on peer evaluations, so please ensure your strong commitment, participation, and contribution to all team assignments. Students who are absent on the designated presentation day will not receive any credit for the presentation component of the project.

The service encounter journal and the project must follow the Loyola “MBA Mandatory Writing Guide” which you received as a PDF file. If you need any special writing assistance, please contact the Writing Center at the Department of English (245-3018 or 245-2169). The center offers a developmental writing and word processing lab.

Make-Up And Late Work

Be sure to allow adequate time to solve unanticipated problems with respect to deadlines. Submissions turned in late during class or within 24 hours of the deadline will receive half

credit. Submissions more than 24 hours late will **not** be accepted. Exceptions to this policy may be granted for emergencies.

D. CLASSROOM CIVILITY:

Disruptive behavior in the classroom is prohibited in Section 2.02 of Texas State's Code of Student Conduct and includes behavior that substantially or repeatedly interferes with the conduct, instruction, and education of a class. The complete Conduct of Classes policy is available at <http://www.provost.txstate.edu/pps/policy-and-procedure-statements/4-teaching/pps4-02.html>.

The Department of Marketing expects students to adhere to the following policy. Please note that each professor, at his/her discretion, may enforce this policy with incentives and/or penalties, which will impact your final class grade. Please refer to the syllabus for any incentives and/or penalties the professor may impose to enforce the following policy:

Regular class attendance is extremely important to successfully complete this class. You are encouraged to be present for every class and actively participate in class discussions and activities. Poor attendance is the primary cause of low grades. Leaving early and/or arriving late to class disturbs the class, including students and professor. Please minimize late arrivals and/or early departures and whenever possible let the professor know that you must arrive late or leave early. You are responsible for any assignments that occurred when you were not in class.

Courteous and professional behavior is expected at all times. Any successful learning experience requires mutual respect on behalf of the student and the instructor. Students are full partners in fostering a classroom environment that is conducive to learning. In order to ensure that all students have the opportunity to gain from time spent in class, students are prohibited from engaging in behavior that detracts from the learning experience of other students. Disruptive and inappropriate behavior includes, but is not limited to the following: arriving late and/or leaving early unless cleared in advance, talking to classmates unless part of classroom discussion, eating food, using electronic equipment when not allowed, sleeping in class, working on material not related to class, AND/OR reading newspapers.

Use of any electronic equipment, including computers, cell phones, and/or iPads, when not permitted by the professor disrupts the class. All electronic equipment, unless permitted by professor, must be turned off before class starts. Students with disabilities should read section D of University/College Policies section.

Last but not least, students are encouraged to actively participate in class while respecting other students' point of view. Derogatory or discriminatory comments towards other students and/or professor do not belong inside and/or outside of the classroom. Please maintain a tolerant attitude while listening and/or disagreeing with other students' and/or professor's ideas and/or opinions.

E. OTHER:

Students are responsible for all announcements made in class. Changes to this syllabus (including, but not limited to, changes to submission deadlines, assignment requirements, etc.) may be made based on the progress of the class. It is the students' responsibility to stay abreast of any such modifications.

If you plan to print assignments at school, arrange for backup measures in case your media is corrupted, the lab is crowded, the network is down, etc.

Marketing Ethics:

Properly practiced, marketing is a very honorable profession. In a free marketplace, successful exchanges between buyers and sellers require that buyers offer and sellers receive fair value. Nonetheless, the marketing profession suffers from a reputation that has been tainted for many years by shortsighted marketers who seek to make a quick buck by cheating their customers. You will not be among those marketers! You must understand that a marketing manager has tremendous ethical responsibilities because of having so much contact with customers.

Fundamentally, decisions about right and wrong are personal decisions. Hiding behind corporate policy is not acceptable. Making ethical choices requires very careful thought and the highest level of personal integrity. You are expected to develop marketing decisions that are ethical. You will be penalized should you choose unethical marketing decisions. *No excuses for unethical decisions will be acceptable!*

Please understand that making ethical decisions and preserving your personal integrity is never easy. Here are some of my (Fisk's) personal beliefs about ethics:

Every businessperson has two major sets of ethical responsibilities: 1) responsibilities to yourself and 2) responsibilities to your company. Responsibilities to yourself include taking pride in your work, not engaging in or tolerating corruption, and not compromising personal ethics for corporate goals. Responsibilities to your company include representing the firm ethically and working productively. ***Your responsibilities to yourself take precedence over those to the company.*** Never let yourself be pressured into unethical behaviors at the insistence of a boss. You may even find that you will be forced to resign a job (as I have) because of ethical conflicts. Don't "go with the flow." Guess who the scapegoat would be when the truth was made public?

There are three traps that people often fall into as they wrestle with ethical decisions:

1. "A man's got to eat!"

This trap leads people into engaging in or tolerating unethical conduct because they are worried about eating (or getting paid, etc.). Don't let this happen to you.

2. "Everybody else is doing it!"

This trap is very seductive for many people because they want to be socially accepted. If you worked in an industry in which most businesses were cheating their customers, it would still not make it right.

3. "Who am I to judge?"

Each of us must make our own judgments about what is right or wrong, and we should not be silent about our beliefs. There is a famous quote from World War II that says it very well: “When they came for the Jews, I said nothing. When they came for the Poles, I said nothing. When they came for me, there was no one left to say anything.”

All of these traps represent a suspension of consciousness. I would argue that suspension of thought (the refusal to think things through) is the root of all evil. Think about it!

There are two powerful rules of thumb that will help you avoid unethical decisions. *Rule 1 is the Mom Rule* – “If your mother knew exactly what you are doing, would she approve?” *Rule 2 is the Morning Paper Rule* – “If the morning newspaper wrote a detailed description of your actions, would your customers approve of your actions?”

Cheating

As part of my concern for marketing ethics, any evidence of cheating, whether by an individual or a team, will be severely punished. There are several possible ways to cheat. One way is by damaging, destroying or hiding library materials. Another way is by stealing, damaging or destroying another team’s materials.

ABOUT YOUR INSTRUCTOR:

DR. RAYMOND P. FISK is Professor and Chair of the Department of Marketing, at Texas State University-San Marcos. He earned his B.S., M.B.A., and Ph.D. from Arizona State University. Previously, he served as Professor and Chair, University of New Orleans, Interim Chair and Associate Professor of the Department of Marketing, University of Central Florida, and Interim Head and Associate Professor of the Department of Marketing, Oklahoma State University. Dr. Fisk served as a Fulbright Scholar to Klagenfurt University of Education Sciences, Austria. He has also taught at Arizona State University, the American Graduate School of International Management (Thunderbird), Universidad Diego Portales, Santiago, Chile, University College Dublin, Ireland, the Swedish School of Economics, Helsinki, Finland, and the Universidade do Porto, Portugal. Dr. Fisk was a 1979 American Marketing Association Doctoral Consortium Fellow. He is also the recipient of Awards for Excellence in Undergraduate Teaching and Excellence in Professional Service from the UCF College of Business Administration. In 2005, he received the Career Contributions to the Services Discipline Award from the American Marketing Association Services Marketing Special Interest Group. In 2012, he won the Grönroos Service Research Award from the CERS Centre for Relationship Marketing and Service Management at the Department of Marketing, Hanken School of Economics, Finland. Dr. Fisk serves as a member of the Distinguished Faculty for the Center for Services Leadership, Arizona State University.

Dr. Fisk's research has focused on services marketing. He has published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Service Industries Journal*, *Journal of Services Marketing*, *International Journal of Service Industry Management*, *Service Science*, *Managing Service Quality*, *Journal of Health Care Marketing*, *Journal of Professional Services Marketing*, *Journal of Marketing Education*, *Marketing Education Review*, *Journal of Management and Organization*, *Requirements Engineering*, and numerous international, national and regional marketing conferences. Dr. Fisk has published six books: *Serving Customers: Global Services Marketing Perspectives*; *Services Marketing: An Interactive Approach, 4th Ed.*; *Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from the Experts*; *AIRWAYS: A Marketing Simulation*, *Marketing Theory: Distinguished Contributions*, and *Services Marketing: An Annotated Bibliography*.

Dr. Fisk serves on the editorial review boards of the *Journal of Service Research*, *Service Science*, *Journal of Service Management*, *Service Industries Journal*, and *Managing Service Quality*. He was the editor of the *AMA Services Marketing Newsletter*. Dr. Fisk created *SERVMARK: The Electronic Bibliography of Services Marketing Literature*.

Dr. Fisk is Past President of the AMA Academic Council. Previously he served as Vice President for Teaching and Information Dissemination, Vice President for Marketing, and Vice President for Finance, of the AMA Academic Council. He started the American Marketing Association's Services Marketing Special Interest Group. Also, he is Past-President of the AMA's New Orleans and Central Florida Chapters.

UNIVERSITY/COLLEGE POLICIES:

A. DROP: Dropping means that the student will remain enrolled in at least one hour in the current semester. A "W" will be automatically assigned if the drop procedure is completed on or before 5:00 p.m. on October 24, 2013. After this deadline the student will be unable to drop the course and will receive the grade (A, B, C, D, F, or I) earned in the class. It is suggested that students consult the instructor prior to dropping from the class.

WITHDRAWAL: Withdrawal means that the student is going to zero hours for the current semester. A "W" will be automatically assigned if the withdrawal procedure is completed on or before 5:00 p.m. on October 24, 2013. After this deadline, the student may withdraw on or before 5:00 p.m. on November 21, 2013. If the student is passing the class on the official date of drop/withdrawal, a "W" grade will be assigned. If the student is failing the class on the date of drop/withdrawal, an "F" grade will be assigned.

B. ACADEMIC HONESTY: Submission of any work for a grade for which unauthorized help has been received is termed academic dishonesty and will be grounds for a failing grade in the course. "Unauthorized" is a term used here to designate stealing, copying (with or without permission), collaboration with other individuals, or sharing programming code outside of sanctioned group activities. Students are strongly encouraged to refer to the Texas State student handbook for policies related to academic

dishonesty. These policies may be found at <http://www.dos.txstate.edu/handbook/rules/honorcode.html>. **This instructor views any such act as a clear violation of ethical standards and will take appropriate disciplinary and punitive action.**

- C. **HONOR CODE:** All students are required to abide by the Texas State University honor code. The pledge for students states:

Students at our University recognize that, to insure honest conduct, more is needed than an expectation of academic honesty, and we therefore adopt the practice of affixing the following pledge of honesty to the work we submit for evaluation:

I pledge to uphold the principles of honesty and responsibility at our University.

The complete University Honor Code may be found at <http://www.txstate.edu/effective/upps/upps-07-10-01.html> under attachment I. The McCoy College Student Responsibilities on Learning may be found at <http://advising.mccoy.txstate.edu/about/learningpolicy>

- D. **STUDENTS WITH DISABILITIES:** A student with a disability may require an accommodation(s) to participate in the course. They must contact the instructor within the first two weeks of the semester. They will be asked to provide documentation from the Office of Disability Services (ODS) at that time. Failure to contact the instructor in a timely manner will delay any accommodations they may be seeking. Ongoing care by a physician does not automatically qualify you as an ODS special needs student. Students are required to file paperwork for accommodations with ODS each semester. Accommodations granted one semester do not automatically carry forward to the next. See UPPS No. 07.11.01 for additional information.

COURSE OUTLINE

<i>Date</i>	<i>Topics</i>	<i>Assignments</i>
8/26	Course Structure and Expectations Introductions & Services Marketing Overview	Welcome to MKT 5335 Form teams
9/2	Labor Day	
9/9	Introduction Services Frameworks	Fisk (2009), Fisk & Walden (1984), Vargo & Lusch (2004a), Vargo & Lusch (2004b) Available in Resources on TRACS
9/16	Researching Services Marketing Strategies for Services	Action Plan & Team Contracts Due Ostrom et al. (2010)
9/23	Preparing and writing a Marketing Plan Services Technology	<i>Trial Scavenger Hunt</i>
9/30	Designing the Service Performance	<i>Scavenger Hunt</i> Bitner et al. (2008), Patrício et al. (2008), Patrício et al. (2011), Patrício & Fisk (2011)
10/7	Designing the Service Setting Managing Employees	<i>Scavenger Hunt</i> Fisk (2011), Fisk & Grove (2012)
10/14	Managing the Customer Mix	Team Synopsis Due
10/21	Service Industry Analysis & Personal Marketing Pitch Presentations	
10/28	Pricing Services	<i>Scavenger Hunt</i>
11/4	Promoting Services	<i>Scavenger Hunt</i>
11/11	Service Quality	Service Encounter Journals Due
11/18	Customer Service and Service Recovery	<i>Scavenger Hunt</i>
11/25	Coping With Fluctuating Services Demand	<i>Scavenger Hunt</i>
12/2	Thinking Globally	Final Reports Due
12/9	Team Presentations	

