

University of Houston-Victoria
School of Business Administration

MKTG 4317 - 25543 Fall 2011

Course Number	MKTG 4317 - 25543
Course Title	Services Marketing
Location	Online
Prerequisites	MKTG 3311
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Prerequisite Policy

Prerequisites for a course exist because the School of Business Administration faculty have determined that the knowledge, skills, and/or exposure students receive through the prerequisites is critical to their success in the course and their ability to contribute to their fellow students' learning experience. In addition, taking your core courses and concentration or elective courses in a prescribed sequence prepares you to integrate the knowledge and skills you are acquiring properly. Students bear the responsibility for verifying that they have the appropriate prerequisites for their courses. Students who enroll in a course without completing the prerequisites risk being dropped from the class at any time during the semester should their lack of prerequisites come to light. In addition, students who enroll without the prerequisites and as a result find themselves at a disadvantage in meeting course objectives will have no redress with the instructor.

Course Description

The uniqueness of service marketing, analyzing and designing service processes, systems, and service organizations, tuned to maximizing service quality, customer value, customer satisfaction and loyalty. *Formerly MKT 4317: Services Marketing.*

Textbook Information

Zeithaml, Bitner and Gremler, Services Marketing, 5th ed., McGraw-Hill Irwin, ISBN 978-007-3380933 (Required) *Also ISBN 007-3380938*

Information on Buying Textbooks

The Victoria College Bookstore carries textbooks for all UHV SBA courses.

Students may use the publishing information posted above to order their textbooks from their favorite book vendor. However, before doing so you should find out what your vendor's **anticipated shipping time** is, and what their **return policy** is. Also, **you should not write in or remove shrinkwrap** from any textbook or materials you purchase from any vendor until the first class day in the event that

- the vendor supplies you with the wrong edition of your text,
- the course instructor is forced to make a late change to the required textbooks,
- you are forced to make a last-minute change to your schedule due to missing prerequisites, or
- your course is canceled due to low enrollment.

In addition, be aware that, on occasion, certain outside vendors may substitute an international version of a textbook for the version you have requested without notice. International versions of textbooks may be quite different from the editions we require.

Course Relationship to Program Mission

The School of Business Administration prepares students for entry level and professional positions in business. BBA graduates will:

- Comprehend the business environment and functions.
 - Demonstrate effective communication skills.
 - Demonstrate computer usage skills.
 - Employ ethical principles in all business situations.
 - Demonstrate the ability to work effectively on teams in diverse organizations.
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AACSB Accreditation Standards

The School of Business Administration is accredited by AACSB International, the hallmark of excellence in management education. AACSB International accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in management education. AACSB International accreditation adds value to your degree. The AACSB International accreditation standards require you to:

- Operate with integrity in your dealings with faculty and other students.
 - Engage the learning materials with appropriate attention and dedication. (This standard recognizes the role students play in the creation of high-quality education. You cannot be passive, nor can your participation be superficial.)
 - Maintain your engagement when challenged by difficult learning activities.
 - Contribute to the learning of others. (Regardless of the delivery mode of the program, students should have opportunities to work together on some learning tasks. Students need to acknowledge their responsibilities to their fellow students by actively participating in group learning experiences.)
 - Perform to standards set by faculty.
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Course Objectives

As a result of this course, students will

1. Be able to segment service markets, identify attractive target segments and focus the marketing mix toward those target segments when crafting the organization's strategic marketing activities.
 2. Understand the ethical, cultural, social and global impact of an organization's service marketing and management activities.
 3. Be able to develop criteria for evaluating the quality of marketing research and apply the results to an organization's service decision-making and strategic planning.
 4. Understand marketing's leadership role in determining and improving perceived service quality to enhance customer value, satisfaction and loyalty.
 5. Develop an understanding of the basic concepts and theories of service marketing and management and their role in creating competitive advantage in the organization's service markets.
 6. Understand the importance of changes in the technological, social and economic environments on an organization's service marketing and management activities.
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Course Evaluation Process

Grading Scale:

Your letter grade is determined using the grade distribution that follows. You can calculate your percentage grade at any time in the semester by dividing the points you have accrued by the total points available up to that point. This percentage is then matched to a letter grade.

A	90% or higher
B	80 to 89%
C	70 to 79%

D	60 to 69%
F	Less than 60%

Course Assessments:

Midterm Exam	25
Final exam	25
Project	15
Case	15
Class Participation	20

Midterm Exam

The midterm exam will include content and material covered (assessing course learning objectives 1, 2, 5 and 6).

Final exam

The final exam will include content and material covered (assessing course learning objectives 1, 2, 5 and 6).

Project

For the Project, you will interview a person currently engaged in service marketing and/or management activities. You will write a paper that critically analyzes the interview responses and recommend marketing concepts and techniques that the interviewee should adopt to improve his/her marketing and/or management efforts (assessing course learning objectives 1, 2, 3, 5 and 6).

Case

For the Case, you will critically analyze the service marketing strategies and processes of an organization, make recommendations to improve these strategies and processes, and write a paper summarizing your analysis and recommendations (assessing course learning objectives 1, 2 and 6).

Class Participation

For class participation, approximately each week, you will discuss course concepts and material on the Blackboard Discussion Board with other classmates (assessing course learning objectives 1-6).

Reading Assignments

Your capacity to contribute to class discussions is directly related to your commitment to completing all reading assignments by the dates listed on the course schedule. Class participation grades will reflect both the quantity and the quality of your participation.

Makeup Exams

Make-up exams will only be given at the discretion of the instructor. Students are strongly cautioned to notify the instructor immediately if legitimate and insurmountable obstacles prevent them from participating in a scheduled exam session.

Late Assignments

The due dates for all assignments will be strictly followed. Late assignments may or may not be accepted at the instructor's discretion; should the instructor accept a late assignment, he or she may reduce the grade of the assignment the equivalent of one (1) letter grade for each day the assignment is late.

Attendance Policy

According to the UHV Student Handbook, students are expected to be diligent in their studies and regular in class attendance. A student whose absences are determined by the instructor to be excessive shall be dropped prior to the last day to drop a course or withdraw from UHV with a grade of W or F. For students enrolled in online courses, "absence" connotes a failure to engage in class participation activities on a weekly basis. If an unforeseen crisis (including family emergencies, professional obligations, and technical difficulties) prevents you from fulfilling your course obligations, you are responsible for alerting your instructor to the reason for and anticipate duration of your absence.

Teaching and Learning Partnership

Teaching and learning is a partnership between faculty and students. I will fulfill my partnership obligations by serving as advisor, consultant, mentor and purveyor of general comments and clarifications of difficult or confusing concepts. You will fulfill your partnership obligations by being a fully participative, responsive, helping, and working team member of the class.

Homework, take-home exams, case assignments and bulletin board participation all play an important role in your education in this course. They are an essential part of the learning process in that they require the synthesis and extension of concepts. They also help both the student and the instructor to evaluate one's progress in mastering the material. Past experience indicates that generally the course material cannot be adequately mastered without active involvement on your part.

Discussion of homework assignments with others who are also struggling with them can be highly beneficial and is encouraged. Most real-life problems are solved through team efforts, and it is important to learn how to solve problems cooperatively. The interaction with others working on the same problem often reveals different approaches to common difficulties.

Academic Honesty

Each student is responsible for maintaining high standards of academic honesty and ethical behavior. In order that each student understands what is (or is not) acceptable behavior, the following guidelines are offered.

- Discussion of assignments with other students and members of the faculty is both permitted and encouraged as a constructive educational practice.
- Students are expected to write their exams, quizzes and papers on their own, based on their individual level of progress with the material.
- Copying of another's work and representing it as one's own work is a serious academic offense, and will be treated as such.
- Students are encouraged to review materials other than those required for the course in preparing assignments, but should always properly cite any sources used in assignment preparation.

UHV's Student Handbook contains a detailed description of the university's Academic Honesty Policy. In addition, tutors at the Academic Center (see section below) are available to assist you in providing proper citations for your source materials.

Disabled Student Policy

It is the policy of University of Houston-Victoria that no otherwise qualified disabled individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, student Life program, or activity. Disabled students may request academic assistance when needed from the Disabled Student Services. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible to make necessary accommodations. Students should present appropriate verification from Disabled Student Services.

Student Absences on Religious Holidays

Per Texas state law, students will be excused from attending class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused on these grounds will be allowed to take an examination or complete an assignment within one (1) week of the excused absence.

Academic Center Services

The Academic Center offers writing assistance to all UHV students in the form of paper reviews by peer tutors.

Tutors will aid students in looking more critically at their own writing to examine issues such as organization, structure, and development of ideas. To submit a document for online tutoring, or to schedule an appointment for face-to-face tutoring, please visit the Academic Center online <http://www.rich37.com/uhv/>. For more information about the Academic Center and its library of online resources, visit the Center's Web site at <http://www.uhv.edu/ac> or stop by Suite 129 (University West in Victoria).

Weekly Class Schedule

Topic
Theories and Models of Service Quality
Customer Expectations of Service
Customer Perceptions of Service
Customer Research
Building Customer Relationships
Service Recovery
Service Innovation and Design
Physical Evidence and Services
Service Delivery Design and Strategies
Integrated Marketing Communication Strategies
Pricing of Services
Managing Demand and Capacity