

Services Marketing (MKT 316)

Section 1 2:00-2:50 pm MWF

K-112 3 cr.

Instructor: [Drew Martin, Ph.D.](#)

Office Hours: Mondays and Wednesdays 3:00-4:15, Tuesdays and Thursdays 9:30-10:45, or by appointment

Telephone: 974-7553

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Text: *Services Marketing*, 4th E., by V. Zeithaml, M. Bitner, and D. Gremler (McGraw-Hill, 2006)

Course Description:

Marketing function within a service organization designing the service product, and establishing service price, communication, and distribution policies. Distinctions are developed between marketing strategies of service and goods-oriented organizations, and between "for-profit" and "not-for-profit" organizations. Prerequisites: MKT 310 and MGT 300.

Course Objectives:

The purpose of this course is to introduce, discuss, and analyze several topics important to service organizations. Upon successful completion of this class, course participants will have a working knowledge of the following.

1. To understand the unique challenges involved in marketing and managing services;
2. To identify differences between marketing in service versus manufacturing organizations and to understand how "service" can be a competitive advantage;
3. To identify and analyze the various components of the "services marketing mix" (the 7 P's);
4. To appreciate the role of employees and customers in service delivery, customer satisfaction, and service recovery;
5. To refine workplace skills through active learning activities and other classroom exercises; and
6. To become better services consumers.

Measurements of Success:

1. Tests - 45% (3 @ 15% each)

Tests will be a combination of short answer and multiple choice questions. Questions will cover both assigned reading and lectures. Although the tests are not cumulative, the main themes will reoccur. Tests are scheduled on February 5, March 19, and May 9.

2. [Service Blueprint Report](#) - 10%

During the second week of the term, you will be asked to form teams consisting of two or three class members. Each "infusion team" will be responsible for developing a "Service Blueprint" on a specific service company. The Service Blueprint will be three-to-four, word-processed pages (double-spaced) plus a reference section and appropriate appendices. The report will be due at the beginning of class on March 12.

3. Service Blueprint presentation - 5%

Each group will give a presentation, ten minutes maximum, of their service blueprint. Presentations will be given during class on March 5, 7, and 9.

4. Service Encounter Report - 15%

Course participants will be required to write a six- to seven-page "Service Encounter" paper that describes two service experiences: (1) your best service encounter; and (2) your worst service encounter. These experiences will need to be evaluated from your own perspective as a consumer and a marketing scholar. The report is due at the beginning of class on May 2.

5. [Service Experience Journal](#) - 15%

Throughout the term, you will complete eight service experience reports. These one-page papers need to be current experiences that you have with any service provider (e.g., travel agencies, telephone companies, doctors, or librarians).

6. Participation/Preparation - 10%

Course participants need to be prepared to discuss the assigned materials. If class attendance wanes or the instructor feels most students are not adequately prepared, unannounced quizzes

will be given. For those students that are uncomfortable speaking during class, participation credit can be earned by sending comments or questions to the instructor prior to the day that the assigned topic is discussed in class.

Grading Scale:

Based on the total number of points for the class, grades will be assigned on the following scale.

- A 93%+
- A- 90-92%
- B+ 88-89%
- B 83-87%
- B- 80-82%
- C+ 78-79%
- C 73-77%
- C- 70-72%
- D 60-69%
- F Below 60%

Class Policies:

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
3. There are no provisions for make-up examinations or extra credit.
4. Class starts on time. It is in your best interest to be punctual.
5. Important class announcements may be communicated by e-mail. You are responsible for checking your UHH e-mail account regularly.

Note. Any student with a documented disability who would like to request accommodations should contact the University Disability Services Office - Hale Kauano'e A Wing Lounge, 933-0816 (V), 933-3334 (TTY), shirachi@hawaii.edu - as early in the semester as possible.

IMPORTANT REMINDER: Students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred.

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Questions and Comments to: drmartin@hawaii.edu

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