



SAN IGNACIO
UNIVERSITY
MIAMI, USA

Date		Credits	3 Credits
Course Title	Services Marketing	Course Number	MK 30220
Pre-requisite (s)	MAR 1011	Co-requisite (s)	None
Hours	45 Hours		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(The Institution recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Services Marketing: Concepts, Strategies & Cases, 4/E
K. Douglas Hoffman, John E. G. Bateson
©2011 |South-Western-Cengage Learning | Published: n/a
ISBN-10: 1439039399 | ISBN-13: 9781439039397

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.



Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description

The purpose of this course is to provide the information about specific strategies for marketing services in a variety of industries including entertainment, tourism, hospitality, health care and financial services.

The students are expected to develop customer satisfaction and recovery skills for growing and maintaining customers. Among the topics studied we have: An overview of services marketing, tactical services marketing mix, assessment of successful service strategies.

Learning Objectives

At the end of this course the student will be able to:

- To describe services marketing and framing the service experience
- To explain the service sector and discuss the supersectors and ethical considerations
- To identify the fundamental differences between Goods and Services
- To discuss services consumer behavior and describe the consumer decision process
- To evaluate the service delivery process and analyze the art of the blueprinting
- To describe the pricing of services and discuss what it means to provide value
- To illustrate the service communication strategy and managing the service process
- To analyze how to manage the firms physical evidence and the SOR Model
- To explain and describe people as a strategy and the managing service employees
- To explain and describe people as strategy and discuss the managing service consumers

- To describe the defining and measuring customer satisfaction and discuss its importance
- To discuss the defining and measuring service quality and explain service quality
- To evaluate the complaint and service recovery management and the psychology of customer complaining behavior
- To explain process of customer loyalty and retention and describe customer loyalty
- To discuss the Mandalay bay conundrum and describe creating a service culture

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES	Describe the course. <ul style="list-style-type: none"> • Describe the basic differences between goods and services • Develop an appreciation for how service can be used as a competitive advantage for both intangible and tangible products • Appreciate the factors that create the customer's service experience and why it is important to manage the overall experience • Evaluate the driving forces behind the importance of the study of services marketing • Discuss the "Stop trying to be perfect and start being remarkable" • Describe an efficient managing service experience and discuss how to deliver and exceptional service experience that benefits customers 	
TOPIC (S)	Syllabus Discuss Library Orientation Course, Instructor to verify completion <ul style="list-style-type: none"> • Define what is a service and discuss the scale of market entities • Illustrate and define the molecular model and service marketing myopia • Explain how to frame the service experience and discuss the servuction model • Define and explain the benefit concept and the servicescape • Describe the contact personnel/service providers and other customers • Discuss the invisible organization and systems and discuss why you study services • Analyze the emergence of E-services and discuss how sustainability comes to services 	
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of Syllabus • Instructor led group discussion • Analysis of reading 	
HOMEWORK & ASSIGNED READINGS	Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion.	

	<p>Homework: Chapter 1 pp. 2-20 Define and list Key Terms p. 21 Review Questions p. 21 1-10 Case 1 p. 23 1-4</p>
DATE	WEEK 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the nine supersectors that comprise the service economy • Identify the trends and concerns pertaining to the growth of the service economy • Discuss the reason consumers and particularly vulnerable to ethical misconduct within the service sector • Appreciate the types of ethical issues that often arise in the business sector • Discuss the consequences of ethical misconduct • Explain strategies that attempt to facilitate positive ethical behaviors
TOPIC (S)	<p>Discuss Final Class Project & Presentation, List of Topics</p> <ul style="list-style-type: none"> • Describe the service sector and discuss the supersectors and ethical considerations • Explain and discuss the service economy and discuss the education and health services • Discuss the financial activities and government when talking about the supersector • Evaluate and describe the leisure and hospitality sector and describe its three subsectors • Describe the professional and business services and discuss transportation and Warehousing utilities and its subsectors • Discuss the ethical considerations for service marketers and define ethics • Explain the issues that create ethical conflict and describe conflict of interest
LEARNING ACTIVITIES	<p>Participate in a forum.</p> <ul style="list-style-type: none"> • Instructor led group discussion • Study: Key Terms • Review: Chapter Summary
HOMEWORK & ASSIGNED READINGS	<p>Homework: Chapter 2 pp. 30-50 Review Questions p. 51 1-10 Case 2 p. 53 1-4</p>
DATE	WEEK 3
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the characteristics of intangibility, inseparability, heterogeneity, and perishability • Discuss the marketing challenges associated with intangibility and



	<p>their possible solutions</p> <ul style="list-style-type: none"> • Describe the marketing challenges created by inseparability and their possible solutions • Explain the marketing challenges associated with heterogeneity and their possible solutions • Identify the marketing challenges created by perishability and their possible solutions • Consider the impact of intangibility, inseparability, heterogeneity, and perishability on marketing's relationship to other functions within the service organization • Appreciate the organization of the remainder of this text
TOPIC (S)	<p>Discussion of student topic selection, library research, tentative bibliography</p> <ul style="list-style-type: none"> • Describe the fundamental differences between goods and services • Explain what intangibility is and discuss the mother of all unique differences • Define Inseparability and describe the interconnections of service participants • Describe and define heterogeneity and discuss the variability of service delivery • Explain perishability and discuss the balancing of supply and demand • Discuss and describe the structure of this text
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of reading • Group discussion • Participate in a forum
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Tentative Bibliography</p> <p>Homework: Chapter 3 pp. 55-80 Review Questions p. 80 1-10 Case 3 p. 82 1-5</p>
DATE	WEEK 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Discuss the value of models that attempt to explain how consumers process information • Discuss the six steps that comprise the consumer decision process model • Describe the special considerations of service purchases as they pertain to the prepurchase consumption, and postpurchase stages of the

	<p>consumer decision process model</p> <ul style="list-style-type: none"> • Describe three theories that attempt to explain the consumer's postpurchase evaluation with regards to customer satisfaction • Discuss the frontier airlines and describe why it's a whole different animal
TOPIC (S)	<p>Due: Project Topic Due: Tentative Bibliography</p> <ul style="list-style-type: none"> • Explain and describe the services consumer behavior • Describe and discuss the consumer decision process and evaluate the process • Identify and describe the special considerations pertaining to services • Describe the prepurchase stage and discuss the stimulus • Discuss the prepurchase stage and describe the problem awareness • Evaluate the prepurchase stage and analyze the information search • Analyze the prepurchase stage and discuss the evaluation of alternatives • Describe the consumption stage and choice and explain the postpurchase stage and discuss the postpurchase evaluation
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Adding Value • Ethical and Societal Dilemma • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Homework: Chapter 4 pp. 84-103 Review Questions p. 104 1-10 Case 4 p. 106 1-6</p>
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Compare and contrast the four stages of operational competitiveness • Appreciate the relationship between operations and marketing as it pertains to developing service delivery systems • Describe the types of operational models that facilitate operational efficiency • Consider the challenges associated with applying operational efficiency models to service organizations and recommend strategies that overcome some of these difficulties • Explain the art of service blueprinting as it relates to the design of service delivery operations • Discuss the role of complexity and divergence as it relates to new service product development
TOPIC (S)	<ul style="list-style-type: none"> • Describe and discuss the service delivery process

	<ul style="list-style-type: none"> • Explain and discuss the stages of operational competitiveness • Discuss the marketing and operations and describe the balance is critical • Evaluate and describe being in a perfect world, service firms would be efficient • Identify and discuss how to apply efficient models to service firms • Describe the art of blueprinting and discuss new-product development
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • A review of literature • Check of the reading • Group discussions
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Chapter 5 pp. 110-136 Review Questions p. 137 1-10 Case 5 p. 139 1-4</p>
DATE	WEEK 6
SPECIFIC OBJECTIVES	<p>EXAM I</p> <ul style="list-style-type: none"> • Discuss the concept of perceived value as it pertains to comparing total customer cost to total customer value • Describe the special considerations of service pricing as they relate to cost, demand, customer, competitor, profit, product, and legal considerations • Discuss the pros and cons of using cost-based pricing in service pricing decisions • Discuss the circumstance under which price segmentation is most effective • Explain satisfaction-based, relationship, and efficiency approaches to pricing and provide examples of service firms that are using each of these pricing • Discuss the Springsteen, Pearl Jam and others upset over Ticketmaster pricing policies
TOPIC (S)	<ul style="list-style-type: none"> • Describe and discuss the pricing of services • Explain and describe what does it mean to provide value • Discuss special considerations of service pricing • Explain the special considerations of service pricing • Describe the emerging service pricing strategies • Discuss some final thoughts on pricing services
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in a forum • Instructor led group discussion • Analysis of reading
HOMEWORK	Chapter 6 pp. 142-163

& ASSIGNED READINGS	Review Questions p. 164 1-10 Case 6 p. 166 1-4
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Discuss the steps necessary to manage the firm's service communication strategy effectively • Describe the special challenges associated with developing service communications • Describe specific guidelines for developing service communications • Explain the special considerations faced by service providers • Evaluate and recommend solutions to overcome these challenges by service providers • Discuss Geico's Gecko offers a communication strategy of reassurance in troubling times
TOPIC (S)	<ul style="list-style-type: none"> • Describe how to develop the service communication strategy • Explain and describe how the managing the service communication process • Identify the special challenges associated with the service communications strategy • Evaluate the specific guidelines for developing service communications • Describe the developing communication strategies for professional service providers • Define and discuss the communication strategy and communication mix
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion • Carry out a micro-class • Review: Chapter Summary
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 7 pp. 168-194 Review Questions p. 194 1-10 Case 7 p. 196 1-5
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the strategic role of physical evidence as it relates to the marketing of service firms • Outline the stimulus-organism-response (SOR) model • Discuss the major components of the Servicescapes model • Describe the managerial use of sensory cues when developing tactical design strategies • Compare design considerations for low-contact versus high-contact

	<p>versus high-contact service firms</p> <ul style="list-style-type: none"> • Discuss the dinner in the sky and its astonishing views the world wide
TOPIC (S)	<ul style="list-style-type: none"> • Discuss managing the firm's physical evidence • Describe and discuss the strategic role of physical evidence • Evaluate and describe the SOR model and explain its components • Analyze and describe the development of servicescapes • Identify and describe the manage the senses when creating servicescapes • Discuss the Case 8 and describe the developing and orthodontic servicescape
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion • Check of the reading • Analysis of reading
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Chapter 8 pp. 198-222 Review Questions p. 1-10 Case 8 p. 224 1-5</p>
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Analyze the importance of customer facing employees • Describe the inherent stresses and strains faced by the typical service employee • Define the role that a service employee has to play based upon the service strategy • Evaluate the role definition can be used to recruit the most appropriate service team • Define and describe how the role definition is at the center and drives all HR systems in a service business • Describe the role of management in supporting the "climate for service."
TOPIC (S)	<ul style="list-style-type: none"> • Explain the people as strategy and discuss managing service employees • Define and discuss the importance of service personnel • Describe the natural stresses & strains on contact service personnel • Identify the unleashing service with the right climate • Assess and describe the role of management • Evaluate and describe the information technology and the service provider
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of the examples raised in class • Instructor led group discussion • Review: Key Terms

HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 9 pp. 227-253 Review Questions p. 253 1-10 Case 9 p. 255 1-3
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the importance of the consumer in the production of a service • Explain the impact consumer performance can have on both the operational efficiency of the business and customer satisfaction • Analyze and discuss that there can be “novice” and “expert” consumers in their production role, and that the service firm has to cope simultaneously with both • Evaluate the steps management must take to manage service consumer performance rather than consumption • Describe how the inseparability of consumers can change the roles of marketing, operations and HR managers
TOPIC (S)	<ul style="list-style-type: none"> • Describe people as strategy and discuss managing service consumers • Explain the expert and novice consumers as part of the production process • Describe consumer performance and operational efficiency • Identify consumer performance and information technology • Evaluate consumer satisfaction and consumer performance • Discuss the theatrical analogy and discuss managing consumer performance scripts • Analyze the managing consumer service perceptions • Describe the consumer inseparability and the role of marketing and operations
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion • Carry out a micro-class • Analysis of assigned reading
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 10 pp. 258-278 Review Questions p. 278 1-10 Case 10 p. 282 1-3
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Define customer satisfaction and understand the benefits associated with satisfied customers • Describe various methods for measuring customer satisfaction • Discuss the limitations of customer satisfaction measurements • Discuss factors to consider when investing in customer satisfaction improvements

	<ul style="list-style-type: none"> • Explain and describe the many factors that influence customer expectations • Evaluate and discuss ratemyprofessor.com and its opportunity for students to voice their satisfaction (or lack thereof)
TOPIC (S)	<ul style="list-style-type: none"> • Discuss and define and measure customer satisfaction • Explain the importance of customer satisfaction • Describe and identify how to measure customer satisfaction • Evaluate and explain how to understand customer satisfaction ratings • Summarize customer satisfaction and discuss how good is good enough? • Discuss if customer satisfactions translate into customer retention? • Explain and discuss customer satisfaction and assess by taking a closer look
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion • Study: Key Terms • Instructor led group discussion
HOMEWORK & ASSIGNED READINGS	<p>Due: First Draft of Final Project Chapter 11 pp. 286-312 Review Questions p. 312 1-10 Case 11 p. 314 1-4</p>
DATE	WEEK 12
SPECIFIC OBJECTIVES	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> • Discuss the differences and the similarities between service quality and customer satisfaction • Identify the gaps that influences customer perceptions of service quality • Describe and discuss factors that influence the size of each of the service quality gaps • Identify the basic concepts of the SERVQUAL measurement scale • Discuss how the “gap scores” are calculated • Describe the variety of customer and noncustomer research approaches a service firm can utilize to construct a service quality information system
TOPIC (S)	<ul style="list-style-type: none"> • Explain and discuss defining and measuring service quality • Define and describe what service quality is • Describe and discuss diagnosing failure gaps in service quality • Identify and describe measuring service quality and the SERVQUAL measurement scale • Evaluate and discuss service quality information systems

	<ul style="list-style-type: none"> • Discuss Case 12 the service quality at the Remington hotel
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in a forum • A review of the literature • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Chapter 12 pp. 316-340 Review Questions p. 340 1-10 Case 12 p. 342 1-4</p>
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Discuss the psychology of complaining behavior • Identify the types of complainers and describe the types of complaints • Explain customer complaining behaviors with regards to the reasons customers do or do not complain • List and describe the outcomes associated with customer complaints • Describe the organic and mechanistic steps involved in developing a service recovery management program • Evaluate the value of tracking and monitoring service failures and employee recovery efforts • Discuss the basic rules of thumb of the art of service recovery
TOPIC (S)	<ul style="list-style-type: none"> • Describe and discuss complaint and service recovery management • Discuss the psychology of customer complaining behavior • Evaluate and describe how to develop a service recovery management program • Illustrate the art of service recovery and discuss the basic rules of thumb • Discuss Case 13 is this any way to run an airline? • Discuss Case 13 part II: World Airline's Response
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Instructor led group discussion • Study: Key Terms • Carry out a micro-class
HOMEWORK & ASSIGNED READINGS	<p>Editing & Revision of Final Project Chapter 13 pp. 345-367 Review Questions p. 367 1-10 Case 13 p. 370 1-4, p. 373 1-3</p>
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the differences between the service marketing concepts of loyalty • Discuss the difference between the service marketing concepts of retention

	<ul style="list-style-type: none"> • Compare and contrast the service marketing concepts of loyalty versus retention and the relationship between the two • Discuss why the concept of customer retention has become increasingly important • Describe the most successful tactics for retaining existing customer • Evaluate the emerging customer retention programs and explain defection management
TOPIC (S)	<ul style="list-style-type: none"> • Discuss and define customer loyalty and retention • Explain and describe what is customer loyalty • Define and describe what is customer retention • Evaluate and discuss the benefits of customer retention • Identify and evaluate the customer retention programs • Describe and define defection management and discuss developing a zero defection culture
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Instructor led group discussion • Analysis of reading • Review: Chapter summary
HOMEWORK & ASSIGNED READINGS	<p>Editing & Revision of Final Project Chapter 14 pp. 375-400 Review Questions p. 401 1-10 Case Study 14 p. 403 1-4</p>
DATE	WEEK 15
SPECIFIC OBJECTIVES	<p>Final Project Final Presentation Final Exam</p> <ul style="list-style-type: none"> • Compare and contrast the concept of service seamlessness to departmentalization and functionalism • Describe how a service firm's internal logics impacts its service culture • Discuss the fundamental differences between the industrial management approach versus the market-focus management approach • Describe observational and indirect questioning approaches for assessing the organization's current culture • Explain the basic components of a service audit • Discuss four fundamental strategies that facilitate cultural change
TOPIC (S)	<ul style="list-style-type: none"> • Discuss pulling the pieces together and describe how to create a world-class service culture • Identify the obstacles to world-class service and define departmentalization and functionalism • Describe and discuss how to develop a service culture

	<ul style="list-style-type: none"> • Evaluate and assess the strategies that facilitate cultural change • Discuss Case 15: Assessing Your University’s Culture: Go for a Culture Walk • Define and describe seamless service and functionalism
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of reading • Review: Key Terms • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Chapter 15 pp. 406-430 Review Questions p. 431 1-10 Case 15 p. 432 1-3</p>

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the literature.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Additional Instructional Materials and References

- Services Marketing: Integrating Customer Focus Across The Firm, 5/e by Valarie A. Zeithaml, Mary Jo Bitner, Dwayne Gremier (Hardcover-May 23, 2008)
- Service Marketing: People, Technology, Strategy, 7/e by Christopher H Lovelock, Jochen Wirtz (Hardcover-January 29,2010)

- Essentials of Services Marketing, 1/e by Christopher H. Lovelock, Jochen Wirtz, Patricia Chew 2008

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework:	15% (5% each)
Exams I, II, III:	30% (10% each)
Final Presentation:	30% (15% each)
Final Research Project:	25%
Total:	100 %



Date Syllabus Was Last Reviewed: 11-10-12