

FAYETTEVILLE STATE UNIVERSITY
School of Business & Economics
Department of Finance, Economics, Entrepreneurship, and Marketing
Fall 2009

I. LOCATOR INFORMATION

Course: MKTG 675 (01, 50 & 80) Services Marketing
Credit Hours: 3
Class Location: SBE 117
Meeting Time: Monday 6:00 pm – 8:50 pm
Instructor: Dr. Khalid M. Dubas
Office Location: SBE 316
Office Phone: (910) 672-1983
Office Hours: Monday: 10:15 am - 12:30 pm & 1:30 pm - 2:30 pm & 5 pm – 5:30 pm
Wednesday: 10:15 am - 12:30 pm & 1:30 pm - 2:30 pm
Friday: 1:30 pm – 2:30 pm
E-mail: kdubas@uncfsu.edu
Professor's URL: <http://faculty.uncfsu.edu/kdubas/>
Course URL: <http://blackboard.uncfsu.edu/>

FSU Policy on Electronic Mail

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

Disabled Student Services

In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

II. TECHNICAL REQUIREMENTS

This course requires access to a computer and Internet connection so you could communicate by e-mail, access the FSU Blackboard CMS (<http://blackboard.uncfsu.edu/>) website, and take online exams.

This course in the business curriculum assumes prior competence in following standard business software tools.

Blackboard Interface. Your local institution is responsible for training you in the use of blackboard. You should be familiar with ALL aspects of blackboard, including the use of mailing lists, digital drop boxes, and how to use communication tools to send and receive assignments and group work to the professor and to other class members as needed.

The Internet. You must be capable of using the Internet, especially for purposes of getting course-related information from the web page of the textbook hosted by the publisher. The professor may also send you email updates requiring that you visit selected web sites as part of the participation portion of the course.

Email Services. You must be proficient in sending and receiving email, including the use of attachments. All class assignments to be “handed-in” must be sent as email attachments (or Digital Drop Box) and saved in the appropriate software file format.

Microsoft Office Professional XP/2000/2003/2007. You are expected to be competent in the use of Microsoft Office Professional and to have access to all its programs, either on your hard drive or on a network server. Command of MS Office Professional is necessary because all work submitted for grade must be in Word, Excel, or PowerPoint format and submitted electronically.

III. COURSE DESCRIPTION

This course focuses on the distinctive aspects of marketing a service. The course discusses the process by which the needs of buyers are identified, relevant services designed, priced, promoted, and delivered. The issues and concepts of services marketing are explored through the utilization of article critiques, web-based assignments, and term projects.

IV. COURSE FORMAT

This web-enhanced course (at <http://blackboard.uncfsu.edu/>) will utilize class room lectures/discussion, exams, assigned chapters, cases, problem solving, assignments and term projects utilizing online library resources like *Proquest Direct* database. For instructor/student collaboration various tools Blackboard website, like Discussion Boards, Lightweight Chat, and Virtual Classroom, will be utilized to enhance student interaction and learning. Sample term projects are available at the course website. Useful links to information are provided through External Links at the course website.

V. REQUIRED TEXTBOOK

Christopher H. Lovelock and Jochen Wirtz (2007), *Services Marketing: People, Technology, Strategy*, sixth edition. Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-187552-3. Textbook publisher’s website: <http://www.prenhall.com/lovelock/>.

VI. FURTHER READINGS

- Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2006), *Services Marketing: Integrating Customer Focus Across the Firm*. Fourth edition. New York, NY: McGraw-Hill.
- Access the *ProQuest* database at <http://wwwlib.uncfsu.edu/edatabases.html>.
- *Business Week* at <http://businessweek.com>.
- Krotz, Joanna, John Pierce, and Ben Ryan (2005) *Microsoft Small Business Kit*. Redmond, Washington: Microsoft Corporation.
- Access online databases and business periodicals at Charles Chesnutt library website (<http://library.uncfsu.edu/>). *ProQuest* database at <http://wwwlib.uncfsu.edu/edatabases.html>.
- Many business periodicals are also available free on the Internet. For example, *Business Week* is available at www.businessweek.com (under *Recent Issues* and *Search Previous Issues*).
- Visit the Conference Board at www.conference-board.org and the *Statistical Abstract of the United States* http://www.census.gov/prod/www/statistical-abstract-1995_2000.html.

VII. STUDENT LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- Understand service markets, products, and customers.
- Build the service model.
- Manage the customer interface.
- Implement profitable service strategies.

VIII. EVALUATIVE CRITERIA

Grading Scale

The grading scale for this course is: A = 90%-100%, B = 80%-89%, C = 70%-79%, and F <60%.

The final grade will be tabulated as follows:

25%	Mid-Term Exam (Chapters 1-7)
25%	Final Exam (Chapters 8-14)
30%	Term Project (Written Report, 15 pages, ten articles; refer to pages 5-6)
5%	Article Critique (refer to page 7: How to Critique an Article?)
<u>15%</u>	Assignments, punctuality, and meaningful participation in class discussion
100%	Total

New Interim and Final Grades

Interim Grades:

New name for midterm grade, with additional purposes, would be used for informational and warning purposes only; are not part of student's permanent transcript and have no effect on student's GPA.

An interim grade of F would warn students if they are in jeopardy of academic failure. Assigned as early in the semester as necessary. Interim grades can be removed as appropriate.

An interim grade, A – F, after midterm, to all students to inform them of their academic status as of midterm.

Grades of "X" and "EA" as indicated below.

X = No show – Assigned to students who are on a class roster, but never attend class. For warning purposes only; NOT a final grade. An X grade would be assigned to any student on the roster that does not attend during the first week of classes or, in online classes, does not interact with class website during the first week of classes.

EA = Excessive absences - Assigned to students whose class absences exceed 10% of the total contact hours. For warning purposes only, NOT a final grade.

New Final Grade:

FN = Failure due to non-attendance – Final grade for students who are on class roster, but never attend the class. An FN grade is equivalent to an F grade in the calculation of the GPA. FN would be assigned to those students who had received an X at the beginning of semester then continued to miss classes throughout the semester.

IX. COURSE POLICIES:

- Students are required to follow the syllabus for the reading material and exams.
- Students are responsible for knowing what is being discussed in the classroom and it is their responsibility to keep up with the material if they miss any classes.
- No assignments/projects will be accepted for credit after the due date.
- Use the name that is listed on the class roster and do not use nicknames. If your name has been changed then immediately inform me about your present and past/future names.
- When you send me an email, your subject line should contain MKTG 675-01, Your Name, and Reason for message.
- Students will lose two points for each minute over the time limit in exams so do not exceed the time limit for exams.
- Punctuality and regular class attendance are required.
- Students must participate in a meaningful way in the Discussion Board at the course website at the FSU Blackboard CMS.

- There are no make-up exams and no make-up quizzes.
- No plagiarism would be accepted. You agree that all work submitted by you is your own work and proper credit/reference is given to the original sources. Any evidence of plagiarism will lead to failure in this course and may lead to dismissal from the university. You will be required to submit your term projects to <http://www.turnitin.com/static/index.html> or a similar website to check for the originality of your work. You agree to follow the Honor Code of the university. Read *Introduction to Citing Information* at <http://library.uncfsu.edu/reference/IntroductionCitingInformation.htm>.
- No assignments/projects for extra credit will be offered.
- Students must agree with the following *Ethics Agreement* and inform their instructor at the Discussion Board at the course website by **Monday August 31, 2009.**

Ethics Agreement

As a student in MKTG 675-01, I agree to the following guidelines:

- I will review the website on a regular basis to ensure that I am aware of assignments, deadlines and meetings.
- I will contribute to class and small group discussions and group projects.
- I am responsible for meeting the course requirements.
- I will neither give nor receive aid on class quizzes and the work that I provide is my own.
- I will read and follow the course syllabus including the course policies listed in the course syllabus.

Upon reading the Ethics Agreement, I will post at the course website the following message by **Monday August 31, 2009:** **“I have the read the Ethics Agreement and agree to adhere to it.”**

X. SAMPLE TOPICS FOR A TERM PROJECT

- Marketing Opportunities Arising from New Technology, for example, the Internet.
- Market Segmentation and Positioning/Repositioning of Services, for example, Marriott's Courtyard.
- Pricing of Services.
- Creating and Delivering Services.
- Promoting Services – Advertising, Sales Promotion, Personal Selling, and Publicity.
- Improving Service Quality and Productivity.
- Customer Demand Management.
- Organizing for Services Marketing - Centralization vs. Delegation
 - The Marketing Function
 - The Operations Function
 - The Human Resources Function.
- Building a Customer-Oriented Organization.
- Innovation in Services Marketing Strategies or in Organizational Structures.
- Marketing of Industrial Services.
- Globalization of Services.
- Sports Marketing.
- Health Care Marketing.
- Online Banking.
- Online Delivery of Education, Distance Learning.

XI. Term Project

Note: Include this or a similar page as the second page of the written report of your term project. List the page numbers for each section. The first page is the title page.

Table of Contents

	Page
I. Introduction	
Introduce the Topic	
Purpose and Scope	
Research Questions	
II. Literature Review	
Present recent literature relating to your topic.	
Present major sources of information and main points in a table.	
Framework - Synthesize concepts into a coherent framework	
III. Discussion	
Critically evaluate the literature and major findings.	
IV. Conclusions and Managerial Recommendations	
V. References	
<ul style="list-style-type: none"> • List ten articles. Follow the style of references (Endnotes) used at the end of chapters in your textbook. Also Read <i>Introduction to Citing Information</i> at http://library.uncfsu.edu/reference/IntroductionCitingInformation.htm. 	
VI. Appendix	

Checklist – Use this checklist before submitting your term project to the instructor through the digital drop box or by e-mail at kdubas@uncfsu.edu.

- Utilize ten articles for the term project. Find articles published during the last 10 years. Critically evaluate each article by following the guidelines for article critique on page 7 and synthesize the ideas into your term project. Do not submit these articles along with your report.
- You may use articles from magazines, newspapers, and journals. The total number of pages used for reference should be at least 40 pages. Scholarly articles usually have references at the end.
- Find articles on your term project by searching *Proquest Direct* database online at Chesnut Library website (<http://library.uncfsu.edu/>). You may also utilize Google Scholar (<http://scholar.google.com/>) to search your articles.
- Follow the style of references (Endnotes) used at the end of chapters in your textbook. Provide proper reference for electronic or web-based sources.
- Use Times New Roman font size 12.
- Use double-space for all written reports.
- Leave a 1” margin on the top and bottom of the page and 1.5” margin on the left and right sides of the page.
- Put page numbers on the top right side of each page except the title page.
- Use headings and subheadings.
- Express your ideas clearly with correct grammar and spelling.
- Your term project should be about 15 pages in length.
- Do not exceed 15 pages including the title page and references.

XII. How to Critique an Article?

A scientific article often includes the following sections: Introduction, Background/Literature Review, Methodology/Method, Results, Discussion, and Conclusion. However, an article may be purely conceptual or empirical. Also, an article may be for a practitioner.

Your Name: _____ Date: ____/____/2009.

Article Title: _____

Here are some general guidelines to critique an article. Select an article that is at least four pages long. Select a scholarly article that is published in a peer-reviewed journal. The article should have references at the end. For the article that you critique, answer the following 14 questions and write a two to three page critique. Submit the article, the article critique and answers to the following 14 questions to the digital drop box at the course website. ProquestDirect (at the Charles Chesnutt Library website) allows you to download or send an article by e-mail that you may utilize to copy the article. Do not e-mail this article to your instructor but only upload the article and article critique at Digital Drop Box at the course website. Use the writing format that you would use for the Term Project.

1. Is the title appropriate? Yes/No
2. Is the article theoretical, empirical or both? Theoretical/Empirical/Both/Practitioner oriented
3. Does the article include Introduction, Literature Review, Methodology, Results, Discussion and Conclusion?

Yes/No Introduction	Yes/No Literature Review
Yes/No Methodology	Yes/No Results
Yes/No Discussion	Yes/No Conclusion
Yes/No References	
4. Does the article introduce the problem or new concepts clearly? Clear/Unclear introduction
5. Does the article address problems of significant concern to services marketing managers?
Highly significant/Somewhat significant/Not significant
6. Are there any propositions or hypotheses? Yes/No If so, how many? Number _____.
7. If yes, then are propositions or hypotheses logically derived from the theory or conceptual framework?
All logically derived/Some logically derived/None logically derived/No propositions/hypotheses
8. Did the author(s) use correct statistical techniques to test each hypothesis?
All correct tests/Some correct tests/No correct test/Not applicable
9. Was the sample size sufficient? Yes/No/No sample size mentioned
If not then how large should it be? It should have been about _____.
10. Did the author(s) draw correct conclusions from the test of hypotheses?
Yes, all correct/Yes, some correct/No, all wrong/No hypotheses were tested
11. Did the author(s) discuss the results of statistical analysis? Yes/No/Not applicable.
12. Was the discussion supported by statistical analysis? Yes/Purely conjectural/Not applicable.
13. Managerial implications of the findings? Yes/No
14. Did the article make a significant contribution to services marketing literature?
Very significant/Somewhat significant/Not at all significant/Can not determine

XIII. A TENTATIVE COURSE SCHEDULE

6th Edition of *Services Marketing*

Week Subject Matter

1. Chapter 1. New Perspectives on Marketing in the Service Economy
2. Chapter 2. Customer Behavior in Service Encounters
Term Project - topic selection (refer to page 5). Post your topic in Blackboard Discussion Board by 5 pm Friday, August 28, 2009.
Term Project - Collect 10 articles on your topic (refer to page 6).
Article Critique (along with the article is due - refer to page 7). This article may not be one of the ten articles for your Term Project.
3. Chapter 3: Developing Service Concepts: Core and Supplementary Elements
4. Chapter 4: Distributing Services through Physical and Electronic Channels
5. Chapter 5: Exploring Business Models: Pricing and Revenue Management
6. Chapter 6: Educating Customers and Promoting the Value Proposition
7. Chapter 7: Positioning Services in Competitive Markets
8. **Mid-Term Exam (Chapters 1-7) Monday October 12, 2009; 6:00 PM – 8:00 PM.**

9. Chapter 8: Designing and Managing Service Processes
10. Chapter 9: Balancing Demand and Productive Capacity
11. Chapter 10: Crafting the Service Environment
12. Chapter 11: Managing People for Service Advantage
13. Chapter 12: Managing Relationships and Building Loyalty
14. Chapter 13: Achieving Service Recovery and Obtaining Customer Feedback
15. Chapter 14: Improving Service Quality and Productivity
16. Please submit your term project written report to (1) Turnitin, and (2) Digital Dropbox by 6:00 PM on Friday, December 4, 2009.
17. **Final Exam (Chapters 8-14) Monday December 7, 2009; 6:00 PM – 8:00 PM.**