**BUS 447 – SERVICES MARKETING**

**Spring 2024**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

**EMAIL:** [**russ.fletcher@reinhardt.edu**](mailto:russ.fletcher@reinhardt.edu)(preferred)

**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 1:15-3 and Fridays from 8:30-9:00 and 12-1. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This course is especially designed for those students interested in working in service industries and addresses the specific challenges and needs of these industries in the area of marketing. Service industries (e.g., theme parks, banks, law firms, hotels, hospitals, insurance companies, educational institutions, hair salons, and transportation companies) dominate the world and U.S. economies; their special marketing approaches are studied in this course. Prerequisite: BUS 302

**REINHARDT SECTION/NAMING CONVENTION**: BUS 447 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays & Wednesdays
* Time: 12:00 Noon to 1:15 pm (EST)
* Location: Hill Freeman Library, 306

**Dates:** 1/8/2024 - 5/5/2024

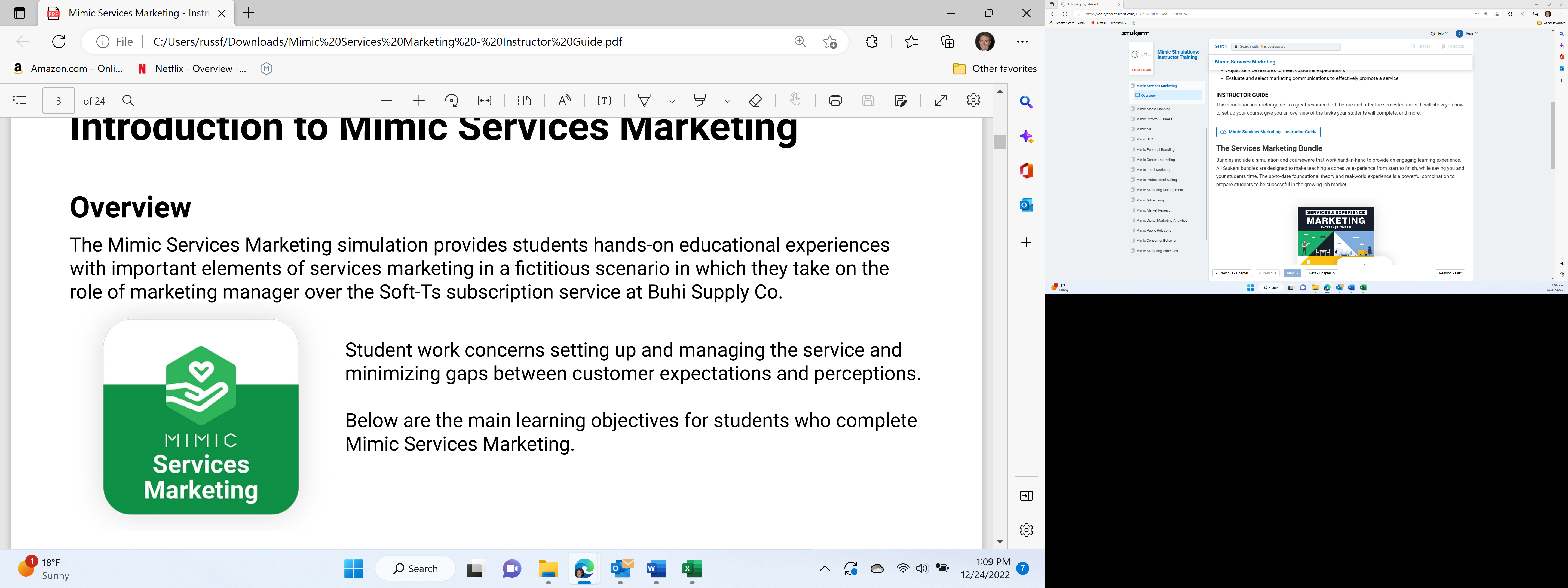
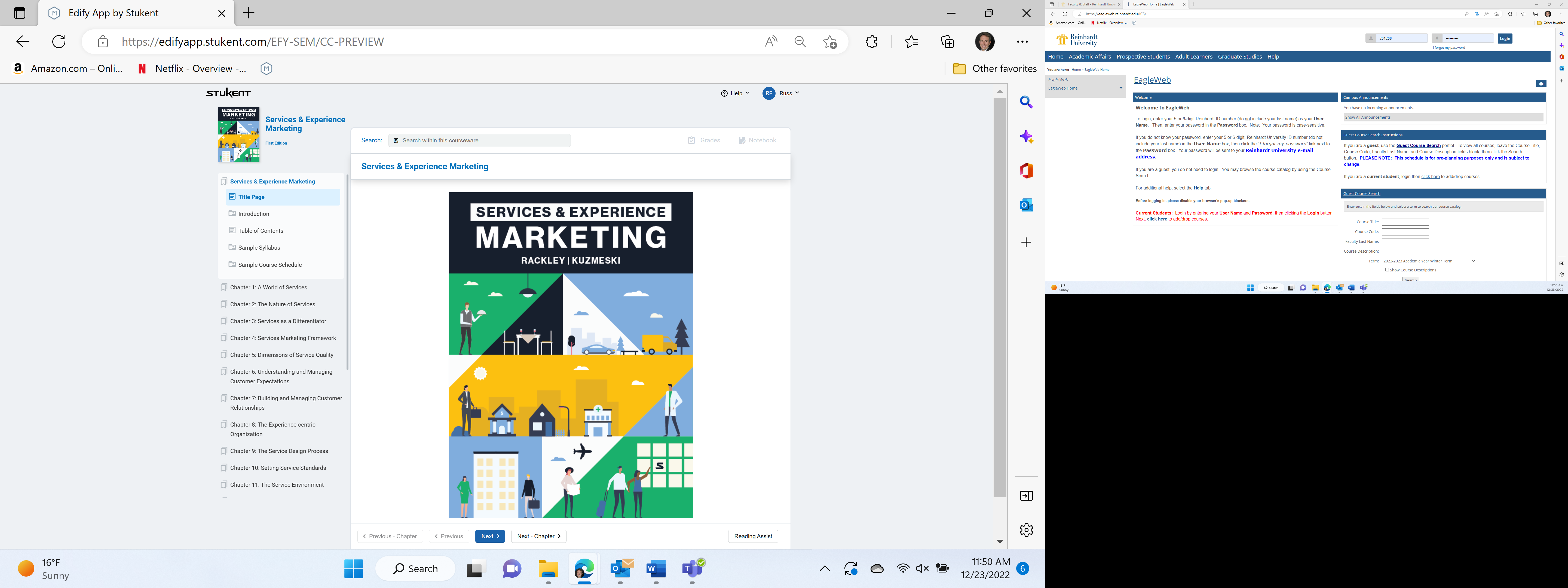
**WELCOME TO SERVICES & EXPERIENCE MARKETING!**

The marketing of services differs significantly from product marketing. This course is designed to prepare you for the services-dominated economies in which you will compete for jobs. Services dominate the economies of most nations, and the services share of GDP continues to grow. Firms that were once product companies are adding services to achieve competitive differentiation. In some cases, services have displaced product offerings entirely.

This course will detail what services are, why they’re important, and how marketing them is different from marketing products. All commerce is essentially selling products (tangible things), services (value-creating acts or performances), or a combination of both. With services as such an integral part of life and work, this course will help you learn the challenges and strategies of services marketing.

**TEXTBOOK & SIMULATION**

This course uses the digital “Service & Experience Marketing” courseware, which includes a textbook by Jerry Rackley and Dr. Maribeth Kuzmeski and its accompanying resources. The course will also use an online simulation called “Mimic Services Marketing.” Both the courseware and simulation will be accessed through Canvas. You will enroll in the Stukent Platform using the link in Canvas.



**COURSE STUDENT LEARNING OUTCOMES**

1. Describe the dominant role services play in economies of developed nations and how pervasive they are in the lives of average consumers
2. Distinguish between products, service, and services, and what the unique characteristics of services are
3. Define the Gaps Model of Service Quality and explain how marketers make it actionable through the dimensions of service quality, or SERVQUAL
4. Discover how marketers predict customer expectations and know how to manage them through various means including relationship marketing
5. Explain the importance and impact of customer experiences and establish the relationship between experiences, culture, and customer loyalty
6. Summarize the service design process and the importance of establishing customer-based standards for services
7. Explain the importance of the service environment and the physical evidence of services in setting and managing customer expectations
8. Examine the importance of employees as agents of service and how their engagement and morale impacts service quality
9. Assess the impact of service failure on customer satisfaction and review the service recovery paradox, determining when it does and doesn’t apply
10. Identify the connection between culture and service quality and examine the financial impact of exceptional service on corporate performance

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

Successful knowledge of the material presented in this course will be evaluated by the instructor based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each student. Students are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Learners are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week **before** attending class and be prepared to actively participate in class.

**Expert Session Lectures**Chapter 12 (two sessions) and Chapter 15 include Expert Session videos you are to watch. These will be highlighted by the instructor and are an integral part of your assigned reading/watching for these Chapters.

**CHAPTER SHORT ANSWER QUESTIONS, ASSIGNMENTS, AND QUIZZES**

Every reading assignment from the textbook has an accompanying short answer assignment and a quiz. Students are required to complete and submit the Chapter assignments and quizzes based on the timeline and due dates.

* The short answer questions are to be completed and submitted **before** discussing the chapter in class. Completion of these assignments will ensure that you are prepared to actively participate in class discussions.
* There will be 16 Chapter True/False and Multiple-Choice Quizzes that will be completed after each chapter. There are 3 Expert Session lectures with accompanying quizzes. (Chapters 12 & 15). The 2 lowest quiz scores will be dropped.

There will be several “in-class” assignments that will be completed during normal class time. If you miss class with an “unexcused” absence, you will not be permitted to make up these assignments. Chapter Questions and Assignments must be completed and submitted by the assigned due date/deadline as specified in Canvas.

Students are expected to employ proper grammar, punctuation, and correct spelling. Assignments submitted after the dates/times specified for assignments will receive a 20-point deduction per day. No work will receive credit after an assignment is reviewed in class.

**SERVICE MARKETING SIMULATION**

Mimic Services Marketing provides students with hands-on educational experiences with important elements of services marketing in a fictitious scenario in which they take on the roles of marketing manager over the Soft-Ts subscription service at Buhi Supply Co. Students are required to successfully complete the simulation and a simulation reflection paper.

**MID-TERM & FINAL EXAMINATION**

Students are required to complete a Mid-Term Exam on Wednesday, February 28th during normal class time. Students are required to complete and submit a Final Exam in accordance with the published University Final Exam Calendar. No late work will be accepted for any reason without prior approval from the instructor.

**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Chapter Quizzes 20%

Chapter Questions & Assignments 20%

Mimic Simulation & Reflection Paper 20%

Mid-Term Exam 20%

Final Exam 20%

\*Official grades are maintained in Canvas.

\*\* Available points for each area are listed on individual grading areas posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule, please refer to the modules and due dates as outlined in Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

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| --- | --- | --- | --- |
| **Week/ Module** | **Topics** | **Readings** | **Assignments/Project/Quizzes/Exam** |
| **1** | Introduction to Services Marketing | Chapter 1 | • Activate Stukent account  • Module 1 Short Answer Questions  • In-class Discussion/Activities  • Chapter 1 Quiz |
| **2** | The Nature of Services | Chapter 2 | • Module 2 Short Answer Questions  • In-class Discussion/Activities  • Chapter 2 Quiz |
| **3** | Services as a Differentiator & Services Marketing Framework | Chapters 3 & 4 | • Module 3 Short Answer Questions  • In-class Discussion/Activities  • Chapter 3 Quiz  • Chapter 4 Quiz |
| **4** | Dimensions of Services Quality & Understanding and Managing Customer Expectations | Chapters 5 & 6 | • Module 4 Short Answer Questions  • In-class Discussion/Activities  • Chapter 5 Quiz  • Chapter 6 Quiz |
| **5** | Building and Managing Customer Relationships | Chapter 7 | • Module 5 Short Answer Questions  • In-class Discussion/Activities  • Chapter 7 Quiz  • Introduction to Mimic Services Marketing  • Mimic Round 1 |
| **6** | The Experience-Centric Organization | Chapter 8 | • Module 6 Short Answer Questions  • In-class Discussion/Activities  • Chapter 8 Quiz  • Mimic Round 2 |
| **7** | The Service Design Process | Chapter 9 | • Module 7 Short Answer Questions  • In-class Discussion/Activities  • Chapter 9 Quiz  • Mimic Round 3 |
| **8** | Setting Service Standards | Chapter 10 | • Module 8 Short Answer Questions  • In-class Discussion/Activities  • Chapter 10 Quiz  **• Mid-Year Exam** |
| **9** | The Service Environment | Chapter 11 | • Module 9 Short Answer Questions  • In-class Discussion/Activities  • Chapter 11 Quiz  • Mimic Rounds 4 & 5 |
| **10** | Employees as Agents of Service | Chapter 12 | • Module 10 Short Answer Questions  • In-class Discussion/Activities  • Chapter 12 Quiz  • 2 Expert Session videos and quizzes  • Mimic Round 6 |
| **11** | Integrated Service Marketing Communications | Chapter 13 | • Module 13 Short Answer Questions  • In-class Discussion/Activities  • Chapter 13 Quiz  • Mimic Round 7 |
| **12** | From Service Failure to Service Recovery | Chapter 14 | • Module 12 Short Answer Questions  • In-class Discussion/Activities  • Chapter 14 Quiz  • Mimic Round 8 |
| **13** | Creating a Culture of Service Excellence | Chapter 15 | • Module 13 Short Answer Questions  • In-class Discussion/Activities  • Chapter 15 Quiz  • Expert Session video and quiz  • Mimic Round 9 |
| **14** | The Financial Impact of Exceptional Service on Corporate Performance | Chapter 16 | • Module 14 Short Answer Questions  • In-class Discussion/Activities  • Chapter 16 Quiz  • Mimic Round 10  • Simulation Reflections Paper |
| **15** | Exam Review  **FINAL EXAM** |  | **Based on the published Final Exam Schedule** |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the learner. Learners are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and of what penalties may be imposed for violations. Failing grades will be assigned for any work which does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Learners are required to be on time, attend for the entire class period, and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** You will be penalized for turning in work late. If you need further clarification, please see me. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and the Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone number is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.