



QUINLAN
SCHOOL of BUSINESS

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MARK 334-101, Services Marketing
Spring 2018
Tuesdays and Thursdays, 4pm-5:15pm
Schreiber Center Room 605

Catalog Description

MARK 334. Services Marketing *Prerequisite: MARK 201.* An application of Marketing principles applied to service organizations. Unique problems in service businesses including intangibility, matching supply and demand, and relationship management are discussed. An exploration of the special challenges of services marketing, including analyzing and developing solutions for new services, services quality, design and delivery of services, and services recovery.

This course will explore the identifying characteristics of service marketing as compared and contrasted with product marketing. The conceptual differences in marketing of intangibles vs. tangible offerings to the market will be emphasized. The course will consist of lecture, discussion, readings and cases.

Course Overview

COURSE DESCRIPTION:

Why study services marketing? The U.S., as well as much of the world economy, is dominated by services. In the U.S., approximately 85% of the labor force and 75% of the GDP is accounted for by services. Yet traditionally, business school courses have focused on the manufacturing sector of the economy. This course is designed especially for those students who may be

interested in working in service industries and in addressing the distinct needs and challenges of managing services and delivering quality service to customers. The primary theme of the course is that service organizations (e.g., banks, transportation companies, hotels, hospitals, educational institutions, and professional services) require a distinctive approach to marketing strategy –both in its development and execution. The course will build and expand on ideas from more general marketing courses (prerequisite course MARK 201) to make them specifically applicable to service industry settings. Also, a second theme of the course focuses on the role of service in manufacturing businesses. Currently, many firms in the manufactured goods sector see service as the basis for attaining a sustained competitive advantage.

Serious research in service industries didn't start until the mid-1980s. The result is that both academics and practitioners still have a lot to learn about services phenomena. This course is designed to address this problem. In this class, you will be exposed to a new way of thinking about marketing. Services are different. We will discuss how they are different, why they are different, and what strategies result from these distinctions. We will cover why people are essential to service success, why expectations are important to service consumers, how the physical environment influences service delivery, and how service firms should recover from failure. You will also learn how quality is evaluated in service firms, why value is an essential deliverable, and what role loyalty has on the bottom line. In essence, we will look at marketing through a different lens.

Course Objectives and Learning Outcomes

Course Objectives:

The intent of this course is to introduce, discuss, and analyze several topics important to service businesses. After completing this course, students should be able to:

- Understand the unique challenges involved in marketing and managing services.
- Identify the differences between marketing in service versus manufacturing organizations and understand how “service” can be a competitive advantage in manufacturing organizations.
- Identify and analyze the various components of the “services marketing mix” (three additional P’s) as well as key issues required in managing service quality.
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resources systems, and relationship management.
- Build upon important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report

writing) through active learning activities and other classroom exercises.

Course Learning Outcomes:

After completing this course students should be able to:

Differentiate between product and service characteristics, and know how these differentiators can be used to establish a competitive advantage for a firm.

Understand why the application of the Marketing Mix in a Service Environment has to be built up from interaction episodes between customers and their suppliers.

Be able to understand/apply the links between the service providers (people), the procedures (processes), and the physical evidence of the service offering.

Understand/Analyze/Develop/Modify Employee Behavior in a Service Environment.

Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions, and outcomes.

Understand (and develop) the importance of the facility/location in the success of a Service Firm regarding customer retention, service recovery, relationship development, and the role of internal marketing.

Understand/utilize the impact & advantages that modern technology has (the internet & social media) on services marketing innovation & success.

Required Materials:

Textbook: *Services Marketing: Integrating Customer Focus Across The Firm*, authors: Zeithaml, Bitner, Gremler, 7th edition, ISBN-13 978-0078112102

Extra Credit Book: *Be Our Guest : Perfecting the Art of Customer Service*, by The Disney Institute and Theodore Kinni, ISBN-13: 978-1423145844



Course Requirements and Grading Criteria

ASSIGNMENT 1: TREND TRACKERS:

Beginning Tuesday, January 23, 2018, you will be required to submit a trend tracker, and each trend tracker (TT) will be due on the date indicated on your syllabus. A trend tracker is a full one page (2 pages maximum) double-spaced summary of an article related to some area of Services Marketing. The articles must be current and obtained from a variety of sources. I will not accept cut-and-paste documents as trend trackers. I want you to read the article and tell me what you personally learned from reading it. You should include:

- * Source
- * Title of Article
- * Author (anonymous not accepted)
- * Your one page summary

Each trend tracker is worth 20 points, for a total of 100 points. We will discuss trend trackers on the day that they are submitted in class. **Late trend trackers will not be accepted.**

(*) A sample of both a 'well-written' and 'less than acceptable' trend tracker paper are posted in the Resources section of Sakai. I suggest you review both before submitting your first Trend Tracker paper.

(**) On the date each Trend tracker paper is due, you are to be prepared (if asked), to read your paper in class, and discuss what you learned about the Service / Company you reviewed. **MAKE SURE YOU BRING A HARD COPY OF YOUR TREND TRACKER WITH YOU ON THE DATES THEY ARE DUE.**

(*) Also, a copy of each Trend Tracker paper needs to be e-mailed to me by 4pm on the dates they are due.**

ASSIGNMENT 2: SERVICE ENCOUNTER JOURNAL / DIARY

The service encounter diary is exactly what the term implies. Over the next 15 weeks, I want you to keep a diary of all experiences (encounters) you have with service providers. You are to fill out a Service Encounter Journal Entry Form (copy is posted in the Resources section on Sakai) for each Service Encounter you document (minimum 10 encounters, maximum 15 encounters). This can include but not be limited to the following types of organizations:

- * Health care
- * University (Loyola)
- * Retail
- * Hotel
- * Restaurant
- * Air Travel

- * Utilities
- * Personal Care
- * Other services

The purpose of this diary is to make all of you aware of the impact that service businesses have on our daily lives. I am also interested in your personal assessment of the quality (or lack of quality) of these services and how, in your opinion, they might be improved. We will discuss these periodically throughout the semester. You may submit them to me as you complete them (via e-mail), or NO LATER than Thursday, April 19, 2018, 11:59pm. This assignment is worth 100 points. (*) 10 points will be deducted for each day this is turned in late. Don't be late!

ASSIGNMENT 3: MARK 334, Spring 2018– Final Presentation

Each student is to select a large corporation, OR industry(**), OR a local company you purchase products or services from on a regular basis and create a 8-10 minute oral presentation which you will perform in class.

What I am looking for is a description/explanation of what your chosen company/industry/local company does (products, services, etc.) and an expanded presentation of what they do to perform and ensure exceptional service. How do they ensure excellent service? How do they train their employees? How do they make sure they are satisfying their customers? What is their policy if someone in their company provides poor service?

You can create a PowerPoint presentation, create hand-outs, or just talk about what you discovered.

(*)You are to e-mail me the corporation/industry/local company that you have chosen by 11:59pm on Thursday, February 8, 2018. (Please use the form on Sakai). We will schedule the presentations in a draft on Tuesday, February 20, 2018 so you will know your presentation date in advance.

Suggestions: Incorporate some of the information in the textbook (SERVQUAL analysis, Service flow diagrams, etc.). If you choose a large corporation, or an industry, I suggest you contact the public relations department and/or Marketing department, or HR department of the companies you are analyzing. Also if you Google 'How does XYZ Corporation insure good service' or something like this, you can uncover a wealth of information on the internet. Also YouTube can be a great research source. NOTE: Please do NOT choose any of the case companies at the end of the textbook.

On the day of your presentation you are to hand-in a 1-2 page (double spaced) summary of your findings.

You signed up for this class and time period. I expect you to attend all scheduled classes and be prepared to participate in class (read all Chapters/Assigned materials BEFORE coming to class).

Participation guidelines:

You are expected to share your thoughts, questions, and ideas in class. I do not have a problem if you disagree with something stated in a lecture or discussion. However, you need to intelligently defend your differences. I will have a problem if you say anything derogatory about another person.

(*) Assignments may be added throughout the semester that will be considered part of your Participation/Attendance grade.

In-class activities:

As time permits we will discuss cases from the textbook. Please review all cases at the end of the textbook. I will let you know ahead of time if we will be discussing a case(s) in class.

Class Conduct & Use of Technology:

This course is based on discussion and student participation. I expect all of you to come to class prepared. If we will be discussing something other than what is on the syllabus, I will e-mail you ahead of time so you have time to review the material and be prepared.

PowerPoints (posted on Sakai under Resources) and relevant class notes/handouts will be posted on Sakai within 24 hours (usually) after a class.

Please be thoughtful and considerate when using social media. Your online and offline behaviors reflect who you are as a professional and can have a major impact on your future career.

Cell phones should not be used in class for non-course related activities.

Laptops are not allowed in class, unless you have approval from Services for Students with Disabilities or unless it is an in-class group project work day, in which case you will be notified in advance.

(*) RECORDING OF ANY PORTION OF ANY CLASS AND POSTING IT ON SOCIAL MEDIA IS STRICTLY PROHIBITED.

Course Grading Scale:

A 100-93%

Loyola University Grading Scale and Weights

A 4.00

A- 3.67

B+ 3.33

B 3.00

B- 2.67

A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-60
F	59 and below

Quinlan School of Business Policies:

Attendance

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. The student is responsible for any assignments or requirements missed during an absence.

(*) Each class session is worth 6 points. This may not sound like much until you come to the end of the semester and you are less than 6 points from the next grade. If you have a valid excuse for missing a class session (i.e. illness, family emergency, etc.), my recommendation is for you to e-mail me why you will miss a class, and if the reason is acceptable, you will get credit for attending that class session.

Make-Up Examinations

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. . . Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://luc.edu/media/lucedu/quinlan-graduate/pdfs/Honor-Code-Quinlan-July2012.pdf>

Class by Class/Week by Week Course Outline

Class Number & Date	Topic & Assignment/Readings
1 – Tuesday, January 16	Intro to class, Expectations & Assignments
2 – Thursday, January 18	Discuss Chapters 1 & 2
3 – Tuesday, January 23	Trend Trackers #1 due, Class Discussion of papers, results, findings
4 – Thursday, January 25	Discuss Chapters 3 & 4
5 – Tuesday, January 30	Discuss Chapters 5 & 6
6 – Thursday, February 1	Trend Tracker #2 due, Class Discussion of papers, results, findings
7 – Tuesday, February 6	Test # 1 – Chapters 1-5
8 – Thursday, February 8	Guest speaker, Rick Nogal, of Goldstine, Skrodzki, Russian, Nemec, and Hoff, LTD. <i>AND e-mail me your choice of corporation, industry, or local company you have chosen for Final Presentation- due 11:59pm today, 1 point deduction for each day this is turned in late!</i>
9 – Tuesday, February 13	Discuss Chapters 7 & 8
10 – Thursday, February 15	Trend Tracker #3 due, Class Discussion of papers, results, findings

11 – Tuesday, February 20	Discuss Chapter 9 & 10. Draft for Final presentation dates to be determined today.
12 – Thursday, February 22	Guest speaker, Mr. Seth Kramer
13 – Tuesday, February 27	Test # 2 – Chapters 6-10
14 – Thursday, March 1	Discuss Chapters 11 & 12.
15 – Tuesday, March 6	SPRING BREAK – NO CLASSES
16 – Thursday, March 8	SPRING BREAK – NO CLASSES
17 – Tuesday, March 13	Trend Tracker # 4 due, Class discussion of papers, results, findings
18 – Thursday, March 15	Discuss Chapters 13 & 14
19 – Tuesday, March 20	Guest speaker – Mr. Ken Lindeman
20 – Thursday, March 22	Final Presentations
21 – Tuesday, March 27	Discuss Chapters 15 & 16
22 – Thursday, March 29	NO CLASS
23 – Tuesday, April 3	Final Presentations
24 – Thursday, April 5	Test #3, Chapters 11-16
25 – Tuesday, April 10	Final Presentations
26 – Thursday, April 12	Final presentations, (*) Be Our Guest, Extra Credit Paper due today-e-mailed to me by 11:59pm today – LATE PAPERS WILL NOT BE ACCEPTED!
27 – Tuesday, April 17	Trend Tracker #5 due, Class discussion of papers, results, findings
28 – Thursday, April 19	Final presentations, (*)Service Encounter Journal/Diary due today-this needs to be e-mailed to me by 11:59pm today, 10 points will be deducted for each day this is turned in late-Don't be late!
29 – Tuesday, April 24	Final presentations

30 – Thursday, April 26

Guest Speaker – Mr. Tom Kane

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Final Exam Month/Day

(* There is no Final Exam

Please note: This class may occasionally deviate from the course outline above.
The instructor reserves the right to make changes as needed to the course syllabus.