

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

Fall 2025

MKTG 4391 – Service Marketing



Instructor: Delfina Glenn, Associate Professor of Practice

Class Meetings: Tues/Thurs 10:30-11:50 COBA 301

Office: Room COBA 249

Contact: djglenn@utep.edu

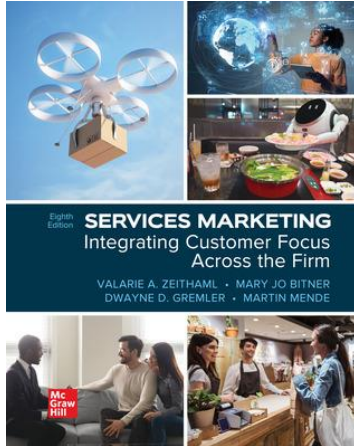
Office Hours: MW: 11:00 am – 3:00 pm, Thurs: 1:30-2:30

Course Description: Service Marketing, unlike product marketing, focuses on advertising intangibles that provide value to customers such as: banks, educational institutions, hotels, etc. This course will address the distinct needs, challenges and unique approach to the marketing strategy of service companies.

Course Learning Objectives:

Objective	Blooms Taxonomy	UTEP EDGE Advantage	Activities	Assessments
Develop an understanding for service marketing and how it differs from product marketing	Remember, Understand,	Critical Thinking Problem Solving	Reading material, In class lectures	Exams, Connect Activities
Identify the unique challenges and strategies of service marketing	Understand, Create, Apply, Analyze, Evaluate	Critical Thinking Problem Solving Teamwork Communication	Reading material, In class lectures	Exams, Connect Activities, Group Activities

Required Textbook:



Service Marketing: Integrating Customer Focus Across the Firm 8th Edition. By Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gemler

ISBN: 9781266287152

The textbook and access to Connect are required materials for the Marketing course.

Course Assignments and Grading:

A = 1000-900 Points B = 899-800 Points C = 799-700 Points D = 699-600 Points F = 599 and below

Participation: 100 points

Group Activities: (4 @ 75pts) 300 Points

Connect Smart Book (15 @ 10pts): 150 Points

Connect Assignments (15 @ 10pts): 150 Points

3 Exams (Exam 3 @100 pts): 300 Points

Participation & Group Activities: To be successful in this class you must attend. You are responsible for materials covered in class, chapter readings, discussion questions and participating in class group activities. Please, arrive on time and take your seat quickly and quietly to avoid disrupting others. The use of laptops and tablets is permitted during class time to access Blackboard.

Connect Assignments: Students will access Connect to read the smart book chapters and complete assignments. For full credit, assignments must be completed by Sunday end of day, the week the chapter was assigned. There will be a 30% deduction in grade if the assignment is submitted late.

Gap Video Assignment: In class we will watch a video regarding a service industry failure and each student will need to write a 1-page summary of what gaps were present in the video and what was done to close each of the 4 gaps. In addition to what was shown I also expect each student to come up with one additional recommendation to close one of the gaps.

Exams: There will be three exams worth 100 points each. Exams will consist of approximately 50 multiple choice questions. All exams will be held in class. Students are required to bring their laptops on

the date of the exam. You will be asked to use the Respondus Lockdown Browser (RLB) and Respondus Monitor (RM) for all exams. Exam dates and topics appear in the course schedule below.

There will be an Optional Comprehensive Final Exam which will consist of 100 questions. This exam can be used to replace your lowest test score.

NOTE: There are no makeups for exams. Severe illness or emergency will be the only reason I will consider a makeup; however, documentation must be provided before it will be considered.

*Tentative Schedule

Dates	Topics	Chapter	Readings and Activities
Week 1 (Aug. 26, Aug 28)	Introduction to the course, Introduction to Services, The Gaps Model of Service Quality	1,2	Class Introductions Syllabus Review Read Chapter 1 & 2 Complete Connect Assignment
Week 2 (Sept 2, Sept 4)	Customer Expectations of Service & Perceptions of Service	3,4	Read Chapter 3 & 4 Complete Connect Assignments
Week 3 (Sept 9, Sept 11)	Exam 1	1-4	Study Session & Exam
Week 4 (Sept 16, Sept 18)	Gap 1- The Listening Gap: Listening to Customers Through Research	5	Read Chapter 5 Complete Connect Assignment, group activity
Week 5 (Sept 23, Sept 25)	Gap 1 – Managing Customer Relationships, Service Recovery	6,7	Read Chapter 6 & 7 Complete Connect Assignments, group activity
Week 6 (Sept 30, Oct 2)	Gap 1 – Group Activity		Complete Ch 7 Assignments Group Activity & presentation
Week 7 (Oct 7, Oct 9)	Gap 2 – Service Innovation and Design, Customer Defined Service Standards	8,9	Read Chapter 8, 9 Complete Connect Assignments
Week 8 (Oct 14, Oct 16)	Gap 2 – Physical Evidence and Servicescape	10	Read Chapter 10 Complete Connect Assignments, group activity
Week 9 (Oct 21, Oct 23)	Exam 2	5-10	Study Session & Exam

Week 10 (Oct 28, Oct 30)	Gap 3 – Employees Role in Services, Customers Role in Service	11, 12	Read Chapter 11, 12 Complete Connect Assignments
Week 11 (Nov 4, Nov 6)	Gap 3 – Managing Demand and Capacity	13	Read Chapter 13 Complete Connect Assignments, group activity
Week 12 (Nov 11, Nov 13)	Gap 4 - Integrated Marketing Communications, Pricing	14, 15	Read Chapter 14 & 15 Complete Connect Assignments, group activity
Week 13 (Nov 18, Nov 20)	Gap 4 – Group Activity		Complete Ch 15 Connect Assignments Group Activity & presentation
Week 14 (Nov 25)	Extra Credit video assignment		
Week 15 (Dec 3, Dec 5)	Exam 3	11-15	Study Session & Exam
Optional Final Exam (Dec 11)			10am – 12:45pm

*Schedule subject to minor changes

Technology Requirements: The main online platform for this course is Blackboard. Students can access Blackboard through UTEP’s website (www.utep.edu) or directly at MyUTEP (www.my.utep.edu/My). Blackboard works best with Google Chrome or Mozilla Firefox. To learn about Blackboard features, visit:

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

For Blackboard assistance please call the IT Helpdesk at 915-747-4357 or visit <https://www.utep.edu/technologysupport/>

NOTE: While you can use your phone to access Blackboard and review the assignments, it is strongly discouraged, as the viewing capabilities are limited on mobile phones.

Course Communication:

Here are the ways we can keep the communication channels open:

- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person, please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from your UTEP student e-mail account and please put the course number and time of the class in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name, and your university identification number.
- Announcements: Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

Class/Team Communication Guidelines: There will be in class group discussions and assignments. Be curious, open and respectful of your classmates' ideas and opinions. All communication should reflect polite consideration of other's ideas.

Class drop: The last day to drop the class with a "W" is October 31, 2025. The student MUST contact an advisor to drop this course. If a student does not drop the class with an advisor and stops coming to class, the student will receive an "F".

COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

Excused Absences and/or course drop policy: According to UTEP Catalog, "At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of "W" will be assigned before the course drop deadline and a grade of "F" after the course drop deadline." See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

Accommodations Policy:

The University is committed to providing reasonable accommodations to students with documented disabilities. Students who become pregnant may also request reasonable accommodations, in accordance with state and federal laws and regulations and University policy. Accommodations that constitute undue hardship are not reasonable. To make a request, please register with the UTEP Center for Accommodations and Support Services (CASS). Contact CASS at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Scholastic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

Guidance On Artificial Intelligence:

AI prohibited

Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is not allowed for assignments in this class. Each student is expected to use critical and creative thinking skills to complete tasks and not rely on computer-generated ideas. Any direct use of AI-generated materials submitted as your own work will be treated as plagiarism and reported to the Office of Student Conduct and Conflict Resolution (OSCCR).

Plagiarism Detection Software:

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

Copywrite Statement for Course Materials:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Course Resource

UTEP provides a variety of student services and support. Please refer to the QR code below for a listing of campus resources.

