

**THE UNIVERSITY OF TEXAS AT EL PASO**  
**College of Business Administration**

Fall 2023

**MKTG 4391 – Service Marketing**



Instructor: Delfina Glenn, Associate Professor of Practice

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

Office: Room COBA 249

Contact: [djglenn@utep.edu](mailto:djglenn@utep.edu)

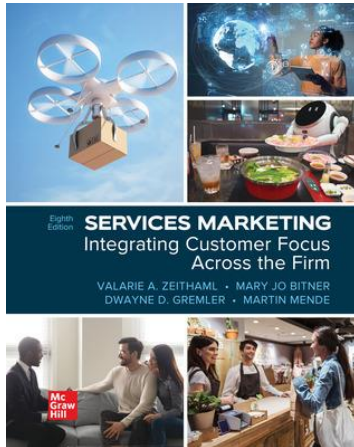
Office Hours: **MW** 10:30 am - 12:00 pm, 3:00 - 4: 20 **TR** 9:00am – 10:20 am

**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	Activities	Assessments
Develop an understanding for service marketing and how it differs from product marketing	Remember, Understand,	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Identify the unique challenges and strategies of service marketing	Remember, Understand, Analyze, Evaluate	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Acquire the knowledge and skills to create an Integrated Marketing Communications plan for a service company	Remember, Understand, Analyze, Evaluate	Reading material, In class lectures, in-class discussions	Exams, Connect Activities

## Required Textbook:



Service Marketing: Integrating Customer Focus Across the Firm 8<sup>th</sup> 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**

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

Connect Assignments (15 @ 10pts): 150 Points

Connect Application Based Activity (3 @100pts): 300 Points

Exams (4 @ 100 pts): 400 Points

**Participation & Class Attendance:** To be successful in this class you must attend. You are responsible for materials covered in class, chapter readings, and to participate in class discussions. Exams will be partially based on lectures. 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:** Each week, students will access Connect to read the smart book chapter and complete assignments. For full credit, assignments must be completed by Sunday end of day, the week the chapter was assigned. Late assignments will not be accepted.

**Exams:** There will be four 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.

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

\*Tentative Schedule

<b>Dates</b>	<b>Topics</b>	<b>Chapter</b>	<b>Readings and Activities</b>
Week 1 (August 29)	Introduction to the course		Class Introduction & Syllabus Review
Week 1 (Aug 31)	Introduction to Services	1	Read Chapter 1 & Complete Connect Assignment and Connect ABA Activity
Week 2 (Sept 5, Sept 7)	The Gaps Model of Service Quality	2	Read Chapter 2 & Complete Connect Assignment
Week 3 (Sept 12, Sept 14)	Customer Expectations of Service & Perceptions of Service	3, 4	Read Chapter 3 & 4 Complete Connect Assignment
Week 4 (Sept 19, Sept 21)	Listening to Customers Through Research	5	<b>Exam 1 Ch. 1-4 (8/19)</b> Read Chapter 5 Complete Connect Assignment
Week 5 (Sept 26, Sept 28)	Managing Customer Relationships	6	Read Chapter 6 Complete Connect Assignment
Week 6 (Oct 3, Oct 5)	Service Recovery	7	Read Chapter 7 Complete Connect Assignment
Week 7 (Oct 10, Oct 12)	Service Innovation and Design	8	Read Chapter 8 Complete Connect Assignment
Week 8 (Oct 17, Oct 19)	Customer Defined Service Standards	9	Read Chapter 9 Complete Connect Assignment
Week 9 (Oct 24, Oct 26)	Physical Evidence and the Servicescape	10	<b>Exam 2 Ch 5-9 (10/24)</b> Read Chapter 10 and Complete Connect Assignment
Week 10 (Oct 31, Nov 2)	Employees Role in Service	11	Read Chapter 11 Complete Connect Assignment
Week 11 (Nov 7, Nov 9)	Customers Role in Service	12	Read Chapter 12 and Complete Connect Assignment
Week 12 (Nov 14, Nov 16)	Integrating Service Marketing Communications	14	Read Chapter 14 Complete Connect Assignment Connect ABA Activity
Week 13			<b>Exam 3 Ch 10-12, 14</b>

(Nov 21)			
Week 14 (Nov 28, Nov 30)	Pricing in Service	15	Read Chapter 15 Complete Connect Assignment Connect ABA Activity
Week 15 (Dec 5, Dec 8)	Artificial Intelligence & Robotics in Service	16	Read Chapter 16 Complete Connect Assignment
Finals Week (Dec 11 -15)			<b>Final Exam</b>

\*Schedule subject to minor changes

**Special Accommodations for students:** The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be provided unless it is determined that doing so would cause undue hardship on the University. Students requesting accommodations based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

**Class drop:** The last day to drop the class with a “W” is November 3, 2023. 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>

**Blackboard:** The main online platform for this course is Blackboard. Students can access Blackboard through UTEP’s website ([www.utep.edu](http://www.utep.edu)) or directly at MyUTE ( [www.my.utep.edu/My](http://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](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.

**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.

**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:** Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

**Plagiarism Detective 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.

**Course Resources:** Where you can go for assistance.

#### Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus. If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP

#### Academic Resources

- [UTEP Library](#): Access a wide range of resources including online full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.

- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

#### Individual Resources

- [Student Success Help Desk \(SSHHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to [studentsuccess@utep.edu](mailto:studentsuccess@utep.edu)
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.