

Services Marketing-Spring 2018

INSTRUCTOR: Denisse Olivas

CLASS: TR 6:00pm – 7:20am BUSN 329

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OFFICE HOURS: TR 4:30pm – 6:00pm and by appointment.

REQUIREMENTS

Text: Services Marketing: an Interactive Approach, 4th Edition. Raymond P. Fisk, Stephen J. Grove, and Joby John. All assignments and tests are based on this edition. Make sure you have it by the second week of class.

Blackboard Access: This will enable you to access additional course materials. If you need access call the help desk (747-HELP) or IT desk at the library.

Scantrons and #2 pencil: You will need these for the tests.

INTRODUCTION

Services make up the largest percentage of economic activity in the U.S. and other developed countries. It is very likely that as a marketing major you may find a career path marketing services. This class will provide you with an interactive understanding of the differences between goods and services as well as the techniques necessary to successfully deliver a service to a customer. The class will also cover the most common management issues found in various industries.

CLASS FORMAT

This class will meet every Tuesday and Thursday from 6:00pm – 7:20pm. The course will require that you read the chapters and other additional material provided, that you participate in class discussions, team activities and assignments. There will also be four tests, and one major group project with a final presentation. Blackboard will be used to access additional materials. Please make sure you have access by the first week of class.

OBJECTIVES

By the end of the semester you will be able to:

- Have a clear understanding of basic services concepts and terminology
- Understand differences between goods and services
- Understand the impact of services in society and the economy
- Learn how to apply rules and techniques from marketing goods to services
- Develop a services marketing project
- Present a project in a business setting

Services Marketing-Spring 2018

CLASS EXPECTATIONS

As a university student you have the opportunity to practice your business skills as well as your professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Here are some of the key behaviors that should be observed that will help you to have a more productive time:

- **Be on time.** Plan your day. This shows that you are a professional who is ready to take on the work of the day, and that you have good time management skills. It is courteous to your classmates, coworkers, customers and everyone you will ever meet in a business setting. If for some reason you cannot make it on time, go into class quietly and sit in the closest seat.
- **Be prepared** to discuss class chapters. Read chapters and any material that is assigned before you come to class. This will help you have a better *understanding* during our discussions and will help you study for your exams.
- **Take notes.** Notes help to crystalize what you have learned so you can use it on your projects. You can use a pen and paper or computer to take notes, and take notes only. Please abstain from browsing chatting on your computer. It shows disinterest to the presenter and classmates, and you simply won't learn the material being presented.
- **Turn off or silence** your cell phone. Your messages can wait. Please abstain from texting, browsing, or playing games while in class.
- **Don't interrupt the speaker**, whether it is the instructor or another student unless the speaker opens the floor for discussion. Don't talk to your classmates while others are presenting.
- **Raise your hand** if you need to ask a question or get clarification. **Be polite** and courteous in your speech.
- **Please abstain from taking pictures or recording** the class unless you have permission by the instructor.
- **Participate and engage!** This is the best way to learn.
- **Connect** with your classmates and exchange ideas and information. This is a great way to **network**, which is very important in business and in professional settings. You never know who you may encounter down the road.
- **Don't leave** the room before class has ended unless you have an emergency. If it's getting to the end of class, please abstain from packing your stuff until the meeting is over.

OFFICE HOURS AND APPOINTMENTS

I can best be reached during office hours. If you cannot meet during that time, you may set an appointment for a different time. I may be contacted via email or phone, but email is more convenient for me to access. My email is dolivas@utep.edu. Emails will be answered within 24 hours during the week and before the end of Monday if sent during the weekend.

Services Marketing-Spring 2018

SCHEDULE

The schedule is subject to change in case of unforeseen events, which happens very often in business, especially in the advertising industry. Being flexible will help you to make changes when necessary and deal with things that come up.

SCHEDULE * may be subject to change by instructor

Week	Date	Topic Covered in Class	Readings & Assignments due
1	16-Jan	Introduction Course Organization	Syllabus
	18-Jan	Intro to Services Marketing	Chapter 1
2	23-Jan	Managing the Customer Experience	Chapter 2
	25-Jan	Marketing Strategies for Services	Chapter 13
3	30-Jan	Undercover Boss Discussion	
	1-Feb	Planning Service Performance Groups	Chapter 4
4	6-Feb	Planning Service Performance	Chapter 4
	8-Feb	Test 1	Covers chapters 1, 2, 13, and 4
5	13-Feb	Demand for Services	Chapter 14
	15-Feb	Demand for Services Guest Speaker	Chapter 14
6	20-Feb	Designing Service Settings	Chapter 5
	22-Feb	Undercover Boss Discussion	
7	27-Feb	Setting a Price	Chapter 8
	1-Mar	Setting a Price	Chapter 8
8	6-Mar	Test 2	Covers chapters 14, 5, and 8
	8-Mar	In class group work	
9	13-Mar	Spring Break	No class
	15-Mar	Spring Break	No class
10	20-Mar	Promoting the Service	Chapter 9
	22-Mar	Promoting the Service Guest Speaker	
11	27-Mar	Undercover Boss Discussion	
	29-Mar	People Factor	Chapter 6
12	3-Apr	Managing Customer Mix	Chapter 7
	5-Apr	In class group work	
13	10-Apr	Test 3	Covers chapters 9, 6, and 7
	12-Apr	Building Customer Loyalty	Chapter 10
14	17-Apr	Building Customer Loyalty	Chapter 10
	19-Apr	Customer Confidence	Chapter 11
15	24-Apr	Undercover Boss Discussion	
	26-Apr	Thinking Globally	Chapter 15
16	1-May	Team Presentations	Project Due
	3-May	Test 4	Covers chapters 9, 6, and 7

Services Marketing-Spring 2018

ASSIGNMENTS

Assignments will be given during the course of the class and it will include team/individual activities and pop quizzes. They total **140** points and they are 20% of your participation grade.

ATTENDANCE AND PARTICIPATION

Class attendance and participation are required. Class assignments and activities will be part of the grade, and it would be difficult to complete the class if you don't attend regularly. You may also miss important quizzes and activities at the beginning of class if you are late. Get to class on time.

Services Project and Group Presentation: To integrate the concepts you have learned during the course, you will be responsible for creating a services plan and presenting it. Presentation of the plan will be May 1 and it will be up to 15 minutes plus 5 minutes of questions. Presentations can be illustrated with a power point and other visuals. There will be a written paper due the day of the presentation. You will be graded based on covering all the basics of your plan and delivery of your presentation. All members of the group must present a portion of the plan to receive credit. Additional project details and outline of the plan will be available through blackboard. The plan and presentation are worth **200** points, which is 23% of your grade.

TESTS

There will be four tests worth **100** points each (57% of your grade). The tests will cover chapters, discussions, additional material not covered in the book, and guest presentations. They will not be comprehensive, but will build on from previous chapters, so make sure you understand the previous material. Tests may be comprised of multiple choice questions and short essay. If a test is missed it **can't be made up** unless you have reasonable proof of an emergency, or you have prior approval for a **valid reason** (medical, jury duty, and military). If a test needs to be taken at a later date, documentation should be provided before the exam date. Make up tests will be different from in class tests.

GUEST SPEAKERS

We will have guest speakers during the course of the semester to speak about aspects of services marketing. Ask questions and be respectful during their presentations.

Services Marketing-Spring 2018

EVALUATION

In class activities participation	140
Services plan and presentation	160
Tests (4 x 100 points each)	400

Maximum possible points: **700**

Late assignments and projects will **not** be accepted.

Grading scale:

A=630-700
B=560-629
C=490-559
D=420-489
F=0-419

SCHOLASTIC DISHONESTY

Dishonesty in the classroom, or in any setting for that matter, is a not a truthful representation of your work and your academic achievement. It lowers your academic attainment, and it prevents you from upholding the values of respect, trust, and fairness that are needed in the community and in business. Dishonesty includes, but is not limited to plagiarism, cheating on exams, and collusion. Please review the following site for Student Standards of Academic Integrity for full statement: <http://sa.utep.edu/osccr/academic-integrity/> and to the Handbook for Operating Procedures for more information about sanctions.

AMERICAN WITH DISABILITIES ACT

If you have the need for special classroom accommodations due to a disability, please contact The Center for Accommodations and Support Services (CASS). You can contact them by phone at 747-5148 or by email at cass@utep.edu. You can visit the CASS office located in the Union East, Rm 106, or go to their website at www.sa.utep.edu/cass. Please inform the instructor within the first week of class to ensure you have the necessary accommodations to perform at your normal capability and pace in class.

DROP DEADLINE

The absolute last day to drop with a "W" is **March 29, 2018**. It is your responsibility to drop the class before the deadline; if you wait you will be dropped with an "F". Only under special circumstances can you drop after the deadline with a "W". This will require the approval of the instructor and the Dean as well as proper documentation from you. Please see an advisor if you need help with the process. You will **not** be dropped if you stop coming to class or miss exams. It is recommended that you check other important dates under the calendar:

<https://academics.utep.edu/Portals/382/201820/Calendar%20Spring%202018.pdf>