



MKT 4391 TR 6:00 p.m. – 7:20 p.m.
SERVICES MARKETING – SPRING 17

INSTRUCTOR: DR. FERNANDO R. JIMENEZ
CLASS MEETINGS: BUSN 331
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Office Hours: TR 1.30pm – 4.30pm

Course Description

Services Marketing (3-0) This course integrates concepts from other marketing areas to adapt them to services marketing. The focus is on the unique properties of services. A distinctive approach to services marketing strategy development and execution is examined. Restricted to majors: ACCT, BSAD, CIS, ECON, FIN, MGMT, and MKT. Prerequisite: MKT 3300 or graduate standing.

Suggested book:

- Services Marketing, Zeithaml, Bitner, and Gremler, McGraw-Hill.

Class Format and Teaching Strategy

Class sessions will consist of lectures, discussions, workshops, and projects. I employ team-based learning (TBL) to mimic the business environment. Team work is popular in business because it is more productive than individual effort.

Expectations of Student Behavior

You are enrolled in an accredited business program at the university level. You are becoming a highly-educated business professional. Thus, you have to behave as one by embracing “business etiquette,” which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. Therefore, standard American business etiquette rules will be adopted and strictly enforced during our class meetings.

If you fail to follow business etiquette, you will be sanctioned. Sanctions may vary depending on the severity of the misbehavior. Examples of sanctions include dismissal from class, deduction of grade points, and report to the dean of students, among others.



American Business Etiquette at Meetings

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- If you arrive late, step in quickly and quietly. If someone is speaking, try not to interrupt and sit as close to the door as possible.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss. Your boss, your colleagues, or your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting as well as assignments, deadlines, etc. Taking notes shows interest to what the speakers (boss, clients) are saying.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't fall asleep. It is disrespectful to the speaker. Make arrangements (before the meeting) to be alert. For example, sleep well, eat breakfast, or drink enough water.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- Don't misuse your electronic devices. Watching videos, answering text messages, or surfing the net while the meeting is on is disrespectful.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any behaviors (tap your feet, etc.) that is distracting to others.
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying when it was your job to stay signals your responsibility, priorities, and commitment to your job (in this case to your education).
- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.



How will you earn your grade?

3 Exams	300 points (100 points each)
In-class assignments	100 points
Project	100 points
TOTAL	500 points

Exams

There will be four exams. Exams may include different question types (e.g., multiple choice, true or false, short essay, calculations, etc.). Make-up exams will be allowed only by prior consent and for valid reasons such as medical conditions, jury duty, and military assignment among others. Proper documentation should be furnished PRIOR to the exam. Any make-up exam may be different to the one given to the class and may incur a penalty. You can check the class schedule to see what chapters will be included in each exam.

If changes to the schedule are needed, the student will be notified. It is the student's responsibility to monitor notifications. *You are responsible for bringing a Scantron (green, short) to complete each exam. You also need a calculator.*

Assignments

Assignments include: homework, readings, and in-class assignments

Final Grades

Final grades for the course will be determined as follows:

Percentage of points	Letter Grade
90% or higher	A
80% to 89%	B
70% to 79%	C
60% to 69%	D
less than 60%	F

Attendance

University policy indicates that *all* students attend *all* scheduled classes. Attendance is important for your learning in this class. Also, if you don't show up, you don't get credit for assignments. The more sessions you miss, the less you will learn and the lower your grade will be.

Tardiness: Consider business etiquette. Would you promote someone who is constantly late to work? You can be penalized for late arrivals.



Special Accommodations for students

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Academic Dishonesty

Academic dishonesty is not condoned nor tolerated at UTEP or in this class. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing Cooperation with Another Person in an Academically Dishonest Undertaking** - Failure by a student to prevent misuse of his/her work by others.

Contact

What is the best way to reach me? Email: frjimenezarevalo@utep.edu

The best way to talk to me in person is by setting an appointment during office hours.

I like to interact with students in an academic and professional way. I highly value students' comments, ideas, feedback, intellectual conversations, and chats about class performance. You can schedule an appointment during my office hours to discuss any of these topics. I also accept walk-ins during office hours without previous appointment, but be aware that if a student with an appointment comes at the same time, the student with an appointment will always have a preference. Play safe. If you need to talk with me, schedule an appointment. You can request an appointment by email.

Class drop

The last day to drop the class with a "W" is **March 30, 2017**. You **MUST** see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and you stop coming to class, you will get an "F". Talk to your academic advisor for details. Check UTEP's academic calendar for other important dates.





The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148
For disability accommodations

Student Engagement and Leadership Center: <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670
Includes study space with workstations; family friendly room with lactation space

Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news and organizations

Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

A class schedule appears on next page



MKT 4391 TR 6.00 - 7.20 Spring 2017 Dr. Jiménez ~ Tentative Schedule

Week	Date	Subject	Preparation
1	17-Jan	Introduction / Syllabus	
	19-Jan	Project Overview / Group Formation	
2	24-Jan	Marketing, Customer Needs, competition, and segmentation	*Finding the right job for your product MIT Sloan Management Review • Inagaki and Osawa (2012), "Fujifilm Thrived by Changing Focus," <i>The Wall Street Journal</i> • MacMillan (2016), "GM Invests \$500 Million in Lyft, Plans System for Self-Driving Cars," <i>The Wall Street Journal</i>
	26-Jan	Services Marketing	Research what is a service?
3	31-Jan	Workshop: Services Marketing	
	2-Feb	Environmental analysis	Research how to do an environmental analysis.
4	7-Feb	Workshop: Environmental Analysis	
	9-Feb	Exam 1	
5	14-Feb	The Service-Profit Chain	• Heskett, et al. (2008), "Putting the Service-Profit Chain to Work," <i>Harvard Business Review</i>
	16-Feb	Service Innovation: Mapping the Consumption Chain	MacMillan and McGrath (1997), "Discovering New Points of Differentiation," <i>Harvard Business Review</i>
6	21-Feb	Presentation Project Sections 2-5	Business formal - Presentation
	23-Feb	Services Blueprint	• Kolata (2015), "A Sea Change in Treating Heart Attacks," <i>New York Times</i>
7	28-Feb	Make your Service Fail-Safe	Chase, Richard B. and Douglas M. Stewart, "Make Your Service Fail-Safe," MIT Sloan Management Review
	2-Mar	Workshop: Services Blueprint	
8	7-Mar	Exam 2	
	9-Mar	The Services Employee	• Bowen and Lawler (1995), "Empowering Service Employees," <i>Sloan Management Review</i>
9	14-Mar	Spring Break	
	16-Mar	Spring Breal	
10	21-Mar	Customer behavior and Co-creation	Jimenez, Voss, and Frankwick (2013) A classificaiton schema of co-production of goods. <i>European Journal of Marketing</i>
	23-Mar	Word-of-Mouth	• Reichheld (2003), "The One Number You Need to Grow," <i>Harvard Business Review</i>
11	28-Mar	Presentation Project Sections 6-7	Business formal - Presentation
	30-Mar	Customer expectations and perceptions	Research the success of Southwest Airlines
12	4-Apr	Customer Satisfaction and Service Quality	• Landro (2015), "Hospitals Form Patient Advisory Councils to Learn How They Can Improve Care," <i>The Wall Street Journal</i>
	6-Apr	Designing the Service Delivery	• Hollander (2015), "Behind Blur of Motion at Chick-fil-A, Years of Planning," <i>The Wall Street Journal</i>
13	11-Apr	Pricing of Services	• Fritz (2015), "Disney Parks Consider Off-Peak Prices," <i>The Wall Street Journal</i>
	13-Apr	Managing Demand and Capacity	
14	18-Apr	Presentation Project Sections 8-10	Business formal - Presentation
	20-Apr	Complaint handling, service recovery, and building loyalty	• Hsieh (2010), "Zappos's CEO on Going to Extremes for Customers," <i>Harvard Business Review</i>
15	25-Apr	Promoting Services	• Shah (2015), "How the Trans-Siberian Orchestra Became a Holiday Hit Machine" <i>The Wall Street Journal</i>
	27-Apr	The financial impact of service	
16	2-May	Exam 3	
	4-May	Final Presentation	Business formal - Presentation - Turn in Document



Service Audit (SA)

- 1. Executive Summary**
- 2. Overview of Service**
 - a. Company Overview
 - b. Description of Service Process to be Evaluated
 - c. Target Market for Service Process
 - d. Identification of Primary Competitors
- 3. Environmental Analysis**
 - a. External Environment Opportunities
 - b. Immediate Environment Opportunities
 - c. External Environment Threats
 - d. Immediate Environment Threats
 - e. Summary of Most Immediate Opportunities and Threats
- 4. The Service Product**
 - a. The Service Bundle (core, peripheral, add-on services)
 - b. Customer Needs Analysis, Segmentation (customer segments)
 - c. Classification of Service Product
- 5. Consumption Chain Analysis**
 - a. Consumption Chain for Primary Service Offering
 - b. Possible Service Innovations (tied to consumption chain)
- 6. Service Process: Blueprint, Tangibles, and Failsafing**
 - a. The Services Blueprint
 - b. Identification and Evaluation of Tangible Elements, including Servicescape
 - c. Identification and Potential Failure Points and Proposed Failsafing
- 7. Frontline Employee Considerations (via Mystery Shopper)**
 - a. Overview of Frontline Strategy: Production-line vs. Empowerment
 - b. Observed Frontline Employee Ability and Attitude
 - c. Overall Experience with Frontline Employees
- 8. Customer Considerations**
 - a. Customer Response Assessment (and comparison to competition)
 - b. Customer Expectations and Perceptions (and comparison to competition)
- 9. Service Delivery Systems Overview**
 - a. Company Organization
 - b. Methods of Service Delivery
- 10. Service Pricing**
 - a. Competitive Price Comparison
 - b. Observed Capacity/ Demand Management Issues
- 11. Service Promotion**
 - a. Target Market, Value Proposition, Differentiation
 - b. Communications Mix Description and Evaluation
- 12. Recommendations**
- 13. Supporting Appendices** (as needed)