



**Cedar Crest College      Service Marketing**

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**MRK 331-70 Monday 7-9:30 pm  
HBB 11**

**Required Text:** Interactive Services Marketing 3e  
Fisk Grove John  
Houghton Mifflin  
ISBN # 13: 978-0-618-64180-2

**Course Description:** A 3-credit interdisciplinary approach to understanding the fundamentals of service marketing and the interactive nature of service experiences. The course will examine the roles of relationships and technology in service delivery along with the four key activities that create the interactive experience for service customers: planning and producing the service performance, designing the service setting, leveraging the people and managing the customer mix.

**Objectives:** This course is designed to provide a solid introduction to the field of service marketing. The primary objectives of the course are:

- To identify and explain the uniqueness of service marketing, the interactive experience, the importance of the successful customer experience, and marketing strategies in service marketing.
- To explain how service marketing differs from physical good marketing
- To examine concepts, theories, case work and best company practices to understand service marketing in America and in our global market
- To develop and present a comprehensive marketing plan

**Methods:** Lecture/In- depth discussion of text, readings/small group assignments and discussions, field work, an individual assignment, and a Service Marketing Plan. Students will refer to the text student web site (<http://college.hmco.com/pic/fisk3e>) to explore key concepts in the service marketing industry; you will also find tools to help you understand each chapter such as ACE self tests, internet exercises and web links to companies discussed in the text. ***Students must prepare thoroughly for every class as we will look to include a rich diversity of thought to bear on our assignments.*** Using the library as a resource will be necessary to stay abreast of recent publications and add value to individual assignment. On-line web site review is required for discussion regarding companies and services. We will rely on e-college MRK 331 for doc sharing, grade book, announcements etc. Make sure you are in and the college IT department (x3348) has your correct e-mail address.

**Attendance:** Attendance is critical to your success in this course. Students are expected to attend and fully participate in class. In the event that you miss a lecture, it is the student’s responsibility to make up work. If an assignment is due the day of the absence, the due date does not change. If you miss more than two classes, you may fail the class. Excused absences are only those that have a submitted doctor’s note. Excused absences count as half an absence.

**Honor Philosophy**

“The Cedar Crest Honor Philosophy states that students uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community.” (Cedar Crest College Catalog, p 28)

**Academic Dishonesty**

Whether “deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code.” (Cedar Crest College Catalog, p 28) Plagiarism will result in a zero score on any assignment, will be reported to the Business Chair and may lead to an F for the course.

**Students with Documented Disabilities**

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

**Late submissions of assignments**

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will earn half credit if submitted within a week of the assignment, beyond that, assignments earn 0 credit.

**Evaluation:** Grades will be determined based on the following:

Grade Distribution

Discussion Preparedness/Caliber of Contribution*	20%
Mid Term	15%
Final	15%
Individual Assignment	20%
Service Marketing Plan	30%

\*Details on Discussion Preparedness appear below the Class Schedule

Grade Assignment

93%- 100%+	A
90%-92%	A-
87%- 89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+

60%- 66%  
Below 60%

D  
F

**Assignments:** Services Marketing will be divided into teams that will work together for the entirety of the semester. By the end of Class 1 (8/25), each team will have chosen a company for their Services Marketing Plan. The Services Marketing Plan will follow a structure provided in class; at least 2 scholarly and 2 popular sources are required to lend support to the Plan. As we progress, portions of your Services Marketing Plan will be discussed. Students will complete an individual assignment; either a 1-3 page paper on a chapter topic of interest supported by external research or a concept board supported by research. Two exams are scheduled.

### **Class Schedule**

#### **Date**

**Aug 25**

#### **Introductions Course Objectives**

Course Assignments and Expectations  
Class Participation- Caliber of Comments  
Library Resources beyond Google  
Service Shopology  
Lecture Chapter 1: "Grasping the Uniqueness of Services Marketing"  
HBR: Virtuoso Teams  
Group Membership Determination  
Group Company for Services Marketing Plan and Presentation Date

#### **Assignment/Reading**

Chapter 1 and 2  
HBR Virtuoso Teams  
Mail, phone or email request published information for your company  
Begin a comprehensive research study of your company's service

**Sep 1**

**NO CLASS**

**Sep 8**

Library Visitation  
Chapter 2: "Framework for Managing the Customer's Experience"  
Service Shopology  
Discussion: HBR "Virtuoso Teams"  
Team Update on Marketing Plan- Retrieval of preliminary information

#### **Assignment/Reading**

Chapter 3  
Interview or study a manager at your Company (CEO, CMO, Director of Sales etc.)

**Sept 15**

Chapter 3: "Plugging into the Information Age"  
Shopology  
Group Project check point- A manager of your company  
Group collaboration (approx 30 minutes of class time)

**Assignment/Reading**

Chapter 4

Review the advertising and/or PR at your Company

Determine their advertising and or PR agency

**Sep 22**

Chapter 4 “Planning and Producing the Service Performance”

Discussion of advertising and PR at your company

Shopology

**Assignment/Reading**

Chapter 5

Determine your company’s competitive set

**Sep 29**

Chapter 5 Lecture “Designing the Service Setting”

Shopology

Exam Expectations

Group Project Check Point

Group Collaboration (approx 30 minutes)

**Assignment/Reading**

Chapter 6

Outline the web site strategy of your company

Study Chapters 1-5, Review notes

**Oct 6**

Exam One Chapters 1-5

Chapter 6 Lecture “Leveraging the People Factor”

**Assignment/Reading**

Ch 7

**Oct 13**

**NO CLASS FALL BREAK**

**Oct 20**

Lecture Ch 7 “Managing the Customer Mix”

Shopology

**Assignment/Reading**

Ch 11

**Oct 27**

**Lecture Chapter 11** “Regaining Customer Confidence through Customer Service and Service Recovery”

Group Collaboration

**Assignment/Reading**

Ch 13

**Nov 3**

Chapter 13 “Developing Marketing Strategies for Services”

Shopology  
Group Project Check Point

**Assignment/Reading**

Chapter 15  
Determine your company's size of industry and segment

**Nov 10** Chapter 15 "Thinking Globally"  
Shopology

Exam Expectations

**Assignments/Readings**

Study  
Finalize Services Marketing Plan

**Nov 17** Exam 2  
Shopology  
Group Collaboration

**Assignment/Readings**

Finalize individual assignment

**Nov 24** Individual Assignment Presentations  
Shopology  
Group Collaboration

**Assignments/Readings**

Finalize/Rehearse Service Marketing Plan

**Dec 1** Service Marketing Plan Presentations

**Assignments/Readings**

Rehearse Services Marketing Plan

**Dec 8** Service Marketing Plan Presentations

**Presentation Overview**

Each team will hand in an electronic (24 hours before your presentation) and hard copy version (day of your presentation) of the Service Marketing Plan. Each group will present their services marketing plan to the class. Presentations should be 30- 45 minutes in length, and be presented by the each member of the group. Presentation should cover all of the functional areas of the services marketing plan. The presentation should conclude with the team making a persuasive argument for implementing their recommendations. The plan will be graded on the level of analysis apparent, use and depth of research, ability to relate marketing concepts to Service situation, incorporation of current events, strength of the Marketing Strategy, quality and feasibility of recommendations for growth, clarity of the competitive

advantage, evidence of group cohesiveness, ability to communicate clearly and team feedback. Peers within a brand group will assess peers for part of the grade

**Discussion Preparedness**

Grade	Criteria
A	<ul style="list-style-type: none"> <li>☑ Demonstrates excellent preparation; shows evidence of having identified, analyzed, and responded to the key issues raised in the readings.</li> <li>☑ Volunteers contributions to discussions which reflect a systematic effort to utilize the ideas, interpretations and information presented in the readings as an opportunity to raise ideas and questions that go beyond those found in the readings.</li> <li>• ☑ Demonstrates an active level of engagement.</li> </ul>
B	<ul style="list-style-type: none"> <li>☑ Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the readings.</li> <li>☑ Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented in the readings.</li> <li>• ☑ Demonstrates a conscientious level of engagement.</li> </ul>
C	<ul style="list-style-type: none"> <li>☑ Demonstrates adequate preparation; shows familiarity with the key issues raised in the readings.</li> <li>☑ Typically does not volunteer contributions to discussions, but will contribute when called upon; contributions do not consistently draw upon or reference the ideas, interpretations and information presented in the readings.</li> <li>☑ Demonstrates a sporadic level of engagement.</li> </ul>
D	<ul style="list-style-type: none"> <li>· Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the readings.</li> <li>· Does not volunteer contributions to discussion and has little to say when called on; contributions do not reference the ideas, interpretations or information presented in the readings.</li> <li>· Demonstrates a superficial level of engagement.</li> </ul>
F	<ul style="list-style-type: none"> <li>· Demonstrates little preparation; shows no evidence of having read the material</li> <li>· Does not volunteer contributions to discussion, does not respond when called on.</li> <li>· Demonstrates virtually no level of engagement, frequently absent from class.</li> </ul>

