

Marketing 323—Services Marketing Summer 2017 Syllabus

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Office Hours

I will not have regular office hours during the summer term. However, if you would like to meet with me at any time during the term, please email me to schedule an appointment.

Textbook : Lovelock and Wirtz Services Marketing: People, Technology, Strategy. 7th edition. Prentice Hall. (ISBN 9780136107217)

Course Description

This course examines marketing as it applies to intangible products such as professional, healthcare, financial, and hospitality services with emphasis on the interaction between marketing management and the simultaneous creation, delivery, and consumption of services.

Prerequisites: MKT 220

Hours of credit: 3 semester hours

Goals of the Course

Students will:

- 1) become familiar with the vocabulary and concepts of services marketing
- 2) apply concepts in the context of "real-world" examples
- 3) identify the issues unique to services marketing
- 4) analyze services marketing problems and suggest solutions.
- 5) give students the opportunity to apply their knowledge by conducting a services marketing related research project for a real world client.

Method of Instruction

This course is divided into three sections over a three week period. Each week, you will be responsible for reading the assigned chapters, posting to the discussion board, and completing an exam.

PowerPoint slides along with brief notes and examples will be posted on Blackboard for each chapter.

The exact due dates and times for all exams and discussion board contributions will be available on the course blackboard site prior to the first day of class. All times indicated on the schedule are Central Standard Time. **NO LATE WORK WILL BE ACCEPTED. NO EXCEPTIONS.**

About this Course

You cannot, I repeat CANNOT, attempt this course without the textbook. You must have access to Blackboard throughout the semester to complete the requirements of this course. You must also be willing to do quite a bit of reading and study on your own in order to do well in the course.

Course Requirements

Course requirements include exams and discussion boards.

Exams – 300pts

There will be three exams during the course of the semester. The exams are not comprehensive. They will consist of multiple choice questions and possibly 1-2 short answer questions. **You will need to download and install LockDown Browser prior to the first exam. Exams will be available on Blackboard from 8am Friday through 10pm Saturday of each week. You must complete the exams during that time period. NO EXCEPTIONS!!! You will not be able to access the exams prior to or after these days and times. If you fail to complete an exam during the set days/times, you will not be able to make up that exam.**

You also need to leave yourself enough time for me to reset an exam for you should something happen and you to still finish by the exam deadline, as getting locked out of a test will not be an acceptable excuse for missing this deadline.

Attempts/Penalties: You will only be allowed to start the exam once. That means you cannot begin taking the exam, stop, and come back to finish the exam later. You only get one attempt at each exam. **Please note that if you take the exam on a wireless connection, you stand a good chance of getting kicked out of Blackboard if that connection falters. Taking the exam on mobile devices and wireless connections is not advised.** Should you get locked out of an exam at any point, **there will be a 15 point deduction** for me **to reset the exam** for you. I must be informed that you were locked out of the exam within ten minutes of your lock out. Please keep in mind that I may not be available to immediately reset the exam however. I will send you an email informing you when your exam is reset and what point deductions have taken place. Should you have any issues with technology, you should contact the WKU Helpdesk (745-7000), as they are much more prepared and able to help you with your technology-related questions than I am.

Discussion Board – 50 points

Different topics will be posted each week to blackboard. You will be required to participate in the blackboard discussion by *posting thoughtful, intelligent comments/contributions* to the discussion.

Evaluation

Points:

Grading Scale:

Discussion Boards
Exam 1
Exam 2
Exam 3

50
100
100
100

A = 315 points or more
B = 280 to 314 points
C = 245 to 279 points
D = 210 to 244 points
F = 209 points or less

Total

350 points

Student Responsibilities

It is the student's responsibility to read all materials and complete all course work on time. Remember: LATE ASSIGNMENTS WILL NOT BE ACCEPTED.

It is also the student's responsibility to check his/her WKU email as well as the course blackboard site on a regular basis. I will use both of these mediums to communicate with you throughout the course.

Academic Dishonesty

CHEATING WILL NOT BE TOLERATED. Anyone caught cheating **will FAIL** the course. Cheating includes (but is not limited to) cheating on a test, copying someone's work both inside and outside the classroom, plagiarism or lying to the instructor. *While using the textbook and your notes is acceptable on all assignments including exams, getting assistance from another person is not.*

Communication with Professor

You are more than welcome to come to me with questions, for clarifications, or for help at any time during the semester. I have included my cell phone # at the top of this syllabus. You are welcome to call my cell, but please use discretion. Do not call before 8am or after 8pm. The best way to get in touch with me is through email. I check email on a regular basis and will typically get back to you very quickly through email

Student Disability Services

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

MKT 323 SERVICES MARKETING

Summer 2017

	Subject/Material
Week 1 -Intro to	Chapter 1 New Perspectives on Services Marketing
Service Marketing	Chapter 2 Consumer Behavior
	Chapter 3 Positioning
	Discussion Board Contributions due by 06/16/2017
Available 06/16-17/2017	Exam 1 Chapters 1, 2, 3
Week 2 -4 P's of	Chapter 4 Services Product
Service Marketing	Chapter 5 Services Distribution
	Chapter 6 Services Pricing
	Chapter 7 Services Promotion
	Discussion Board Contributions due by 06/23/2017
Available 06/23-24/2017	Exam 2 Chapters 4, 5, 6, & 7
Week 3 - 3 P's Unique	Chapter 8 Services Process
to Service Marketing	Chapter 10 Service Physical Environment
	Chapter 11 Managing People
	Discussion Board Contributions due by 06/30/2017
Available 06/30/2017 - 7/1/2017	Exam 3 Chapters 8, 10, & 11

DISCUSSION BOARD –Discussion boards for each week will be available until 5pm each Friday. You will not be able to contribute to discussion boards after the 5pm cutoff.

EXAMS --- Exams will be available each week from **8am Friday to 10pm Saturday CST**. Exams will not be available before or after these time frames. **NO MAKE-UP EXAMS ALLOWED.**

All times are CENTRAL STANDARD TIME.

****Schedule is tentative and subject to change.**