

Marketing 323—Services Marketing Winter 2022 Syllabus

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Office Hours

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

Textbook: Lovelock and Wirtz Services Marketing: People, Technology, Strategy. 8th edition. World Scientific Publishing Co. (ISBN 9781944659011)

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.

Method of Instruction

This course is divided into three modules: Introduction to Services Marketing, The Four P’s of Services Marketing, and The Three P’s Unique to Services Marketing. For each module, you will be responsible for reading the assigned chapters, answering discussion board questions, and completing an exam. All exams and discussion board questions will be open on the first day. You may work ahead if you like, but must submit assignments/exams by the deadline indicated on the course schedule. **NO LATE WORK WILL BE ACCEPTED. NO EXCEPTIONS.** You have 65 minutes to complete each exam. For the discussion board, you only need to thoroughly answer the questions posed. You do not need to respond to your peers. In addition to the chapter readings, PowerPoint slides along with brief notes and examples will be posted on Blackboard for each chapter. All times indicated on the schedule are Central Standard Time.

About this Course

You should not attempt this course without the textbook. You must also have access to Blackboard throughout the semester to complete the requirements of this course. Additionally, you must be willing to do quite a bit of reading and studying 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 throughout the course. The exams are not comprehensive. They will consist of multiple-choice questions and possibly 1-2 short answer questions. As mentioned previously all exams will be available starting at 7:30am on December 13, 2021. See schedule below for due dates and times.

Exams require Respondus Lockdown Browser (available through Blackboard). Therefore, you will need to download and install prior to attempting the first exam. You have 65 minutes to complete each exam. You may begin the exam, stop, and come back to finish it later. However, the 65-minute clock does not stop if you leave the exam. The exam will auto-submit once you reach the 65 minute limit.

Should you have any issues with technology, you should contact the WKU Helpdesk (270-745-7000), 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 for each section of the course to blackboard. There are a total of four discussion board topics. You are required to respond to the topics/questions. **Your comments should be thoughtful, intelligent contributions and include reference to concepts and terminology included in the related assigned readings. In other words, you are to apply the concepts covered in the reading to your responses.** You will not be able to see others' comment until you comment. You do not have to respond to others' posts.

All discussion board topics will be available starting at 7:30am on December 13, 2021. See schedule below for due dates and times.

Evaluation

Points:

Grading Scale:

Discussion Boards

50

A = 315 points or more

Exam 1

100

B = 280 to 314 points

Exam 2

100

C = 245 to 279 points

Exam 3

100

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 acceptable.*** Getting assistance from another person on exam is grounds for failing the course!

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 or text my mobile, but please use discretion. 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. (If it is something of an urgent nature, text or call.)

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 Course Overview Winter 2021

	Subject/Material
Module 1 -Intro to	Chapter 1 New Perspectives on Services Marketing
Service Marketing	Chapter 2 Consumer Behavior
	Chapter 3 Positioning
Closing/Due Date	1 Discussion Board Topic
12/19/2021	Exam 1 Chapters 1, 2, 3
Module 2 -4 P's of	Chapter 4 Services Product
Service Marketing	Chapter 5 Services Distribution
	Chapter 6 Services Pricing
	Chapter 7 Services Promotion
Closing/Due Date	2 Discussion Board Topics
12/26/2021	Exam 2 Chapters 4, 5, 6, & 7
Module 3 - 3 P's Unique	Chapter 8 Services Process
to Service Marketing	Chapter 10 Service Physical Environment
	Chapter 11 Managing People
Closing/Due Date	1 Discussion Board Topic
01/02/2022	Exam 3 Chapters 8, 10, & 11

All exams and discussion board contributions will be available starting at 9:00 on December 13, 2021. Module 1 exam and discussion board contributions are due by 11:59pm on 12/19/21. Module 2 example and discussion board contributions are due by 11:59pm on 12/26/21. And Module 3 exam and discussion board contributions are due by 11:59pm on 01/02/22.

(All times are Central Standard Time)