



4302-110 (80301) Online Services Marketing

Fall 2017 rev. 08.21.2017 (final)

Texas A&M University - Central Texas

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Lana Kay Carey, BAAS, MBA/Marketing

Office: Founder's Hall Room 318 H

Phone: 254-702-1290 (cell preferred) 254-501-5844 (office)

Email: Preferred mail through Canvas Inbox. Email address if Canvas is down:
lcarey@tamuct.edu

Office Hours:

Tuesday/Thursday: 1:00 pm – 2:00 pm and 4:00 pm – 6 pm

Mode of instruction and course access:

This course is a 100% online course and uses the TAMUCT Canvas Learning Management System: [<https://tamuct.instructure.com>]

Student-instructor interaction:

I will be checking Canvas Inbox once or twice a day during the week and on most weekends. If you have an emergency you are welcomed to call me at 254-702-1290 between the hours of 10:00 am and 9:00 pm.

UNILERT:

Emergency Warning System for Texas A&M University – Central Texas

UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account.

Connect at [Unilert](https://www.tamuct.edu/departments/security/unilert.php) [<https://www.tamuct.edu/departments/security/unilert.php>] to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

Course Description:

Introduce the student to the service environment. An in-depth analysis of the most successful service-oriented industries and firms within the world's fastest-growing economic sector will be presented. Prerequisite: MKTG 301

Student Learning Outcomes

After completing this course, students should be able to:

- Understand the unique challenges involved in marketing and managing services.
- Identify differences between marketing in service versus manufacturing organizations and understand how "service" can be a competitive advantage in manufacturing organizations.
- Identify and analyze the various components of the "services marketing mix" (three additional P's) as well as key issues required in managing service quality.
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management.
- Build upon important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report writing) through active learning activities and other classroom exercises.
- Become better, more aware, and maybe less naive services consumers.

Additionally, the course assignments are designed to continue to improve students' verbal, written, and critical thinking skills in preparing them for positions in the business world.

Required Reading and Textbook(s):

Services Marketing: Integrating Customer Focus Across the Firm Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne Gremler (2013), 7th Edition, New York, NY: McGraw-Hill Irwin Companies. **ISBN #:9781260216127 (this isbn # is for a new textbook which includes Connect.)**
You may purchase a used book and purchase Connect code through MCGraw-Hill or you may purchase the E-

text from McGraw-Hill, which includes access to Connect. YOU WILL NEED CONNECT CODE FOR THIS CLASS.

Text must be in your hands the first week of class.

A STUDENT OF THIS INSTITUTION IS NOT UNDER ANY OBLIGATION TO PURCHASE A TEXTBOOK FROM A UNIVERSITY-AFFILIATED BOOKSTORE. The same textbook may also be available from an independent retailer, including an online retailer.

COURSE REQUIREMENTS

Student Profile and Course Agreement: Students should review this Syllabus in depth and be sure they are willing to comply with all assignments, and deadlines in this course. The course agreement requires Students to agree to these expectations, and promise that they have the computer set-up and self-discipline needed for a fully online course.

Exams: There will be four online exams The test questions will be multiple choice.. They will be timed and once started, must be completed at that time. (***The chapter PowerPoint lectures, key terms and publisher provided self-quizzes are all useful study guides for the Exams and can be accessed at www.mhhe.com/zeithaml6e.***)

Chapter Discussion Questions

There are a total of 16 assignments to be turned in (see 6.0 for details) with each assignment worth 8.125 points for a total of 130 points. These assignments must be typed, with the question single spaced and bold and the answer double spaced not bold. You will access chapter discussion questions through “Course Content/Modules” section of the Bb menu.

Topic Discussion Forums: Two “Discussion Forums” are assigned throughout the semester as an individual written exercise. Due dates for these discussion forums are listed in the syllabus.

Journal Entries: Two “Journal Entries” are assigned throughout the semester as an individual written exercise. Due dates for these journal entries are listed in the syllabus. Each journal entry is worth 50 grading points

Case Study Assignments One “Case Study” is assigned as an individual written exercise. Due date for this case study assignment is listed in the syllabus. Case is worth 50 grading points.

Learn Smart Modules: A “Learn Smart Module” is assigned for each chapter in the text. Due dates and grading points are listed in the syllabus. Access through Canvas Modules.

Professional Writing and Communication Standards: Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional, this includes Discussion Board postings and email correspondence. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.

Reading Assignments: Students will be required to read the text for this course. Specific assignments will be given to meet the class needs.

GRADING POINTS AND POLICIES

There are 800 grading points available in this class, assigned as follows:

Student Profile and Course Agreement 20 points
Exam 1 , 2, 3, 4, (4 @ 100 points each) 400 points
Topic Discussion Forums (2 @ 50 points each) 100 points
Journal Entries (2 @ 50 points each) 100 points
Chapter Discussion Questions 130 points
Case Study 50 points
Learn Smart Modules 160 points

Total Points Possible 960 points

Total Points Possible 800Points	Calculation	Minimum Points
Course Grade		
A	90% X 960	864
B	80% X 960	768
C	70% X 960	672
D	60% X 960	576
F	50% X 960	575 & below

Course Calendar

Caveat: Like all schedules, the following is **TENTATIVE**. As your instructor I reserve the right to make changes as needed to this schedule. If changes are necessary, they will be announced in Canvas. It is your responsibility to learn of any changes announced.

WEEK	ASSIGNMENTS
<p>MODULE 1</p> <p>Aug 28 – Sept 3</p>	<p>Read Chapter 1</p> <p>Learn Smart Assignment – Chapter 1</p> <p>Chapter Discussion Questions: 1, 4, 5, 7</p> <p>STUDENT PROFILE & AGREEMENT (20 PTS)</p>
<p>MODULE 2</p> <p>Sept 4 - 10</p>	<p>Read Chapter 2</p> <p>Learn Smart Assignment – Chapter 2</p> <p>Chapter Discussion Questions: 1, 2, 3, 4, 5</p>

<p>MODULE 3</p> <p>Sept 11 - 17</p>	<p>Read Chapter 3</p> <p>Learn Smart Assignment – Chapter 3</p> <p>Chapter Discussion Questions: 1, 3, 8, 9</p> <p>JOURNAL ENTRY 1 (due September 17th at 11:59 pm)</p>
<p>MODULE 4</p> <p>Sept 18- 24</p>	<p>Read Chapter 4</p> <p>LS – Chapter 4</p> <p>Chapter Discussion Questions: 1, 5, 8</p> <p><i>EXAM 1 CHAPTER 1 – 4</i> <i>Exam will open on 9/18 at 8:00 am</i> <i>CLOSE on 9/24 at 11:59 pm</i></p>
<p>MODULE 5</p> <p>Sept 25-Oct 1</p>	<p>Read Chapter 5</p> <p>LS – Chapter 5</p> <p>Chapter Discussion Questions: 1, 2, 4</p>
<p>MODULE 6</p> <p>Oct 2 - 8</p>	<p>Read Chapter 6</p> <p>LS – Chapter 6</p> <p>Chapter Discussion Questions: 1, 3, 6, 8</p> <p>CASE STUDY 1 (due Sunday 10/8 @11:59 pm)</p>
<p>MODULE 7</p> <p>Oct 9 - 15</p>	<p>Read Chapter 7</p> <p>LS – Chapter 7</p> <p>Chapter Discussion Questions: 1, 4, 5, 8</p>

<p>MODULE 8</p> <p>Oct 16 - 22</p>	<p>Read Chapter 8</p> <p>LS – Chapter 8</p> <p>Chapter Discussion Questions: 1, 5</p> <p><i>EXAM 2 – CHAPTER 5 – 8</i> <i>Exam will open on 10/16 at 8:00 am</i> <i>CLOSE on 10/22 at 11:59 pm</i></p>
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<p>MODULE 9</p> <p>Oct 23 - 29</p>	<p>Read Chapter 9</p> <p>LS – Chapter 9</p> <p>Chapter Discussion Questions: 1, 3, 4</p> <p>DISCUSSION FORUM 1 (due 10/29 @ 11:59 pm)</p>
<p>MODULE 10</p> <p>Oct 30 – Nov 5</p>	<p>Read Chapter 10</p> <p>LS – Chapter 10</p> <p>Chapter Discussion Questions: 1, 2, 4, 6</p>
<p>MODULE 11</p> <p>Nov 6 - 12</p>	<p>Read Chapter 11</p> <p>LS – Chapter 11</p> <p>Chapter Discussion Questions: 1, 2, 8,</p> <p>JOURNAL ENTRY 2 (due 11/12 @ 11:59 pm)</p>
<p>MODULE 12</p> <p>Nov 13 - 19</p>	<p>Read Chapter 12</p> <p>LS – Chapter 12</p> <p>Chapter Discussion Questions: 1, 2, 4, 6</p> <p><i>EXAM 3– CHAPTER 9 – 12</i> <i>Exam will open on 11/13 at 8:00 am</i> <i>CLOSE on 11/19 at 11:59 pm</i></p>
<p>MODULE 13</p> <p>Nov 20 - 26</p>	<p>Read Chapter 13</p> <p>LS – Chapter 13</p> <p>Chapter Discussion Questions: 1, 4, 9</p> <p>DISCUSSION FORUM 2 (due 11/26 @11:59 pm)</p>

MODULE 14 Nov 27 – Dec 3	Read Chapter 14 LS - Chapter 14 Chapter Discussion Questions: 2, 6
MODULE 15 Dec 4 - 10	Read Chapter 15 LS – Chapter 15 Chapter Discussion Questions: 1, 2, 4
MODULE 16 Dec 11 - 14	Read Chapter 16 LS – Chapter 16 Chapter Discussion Questions: 1, 5, 6 Exam 4 – Chapter 13 – 16 Exam will open on December 11 at 8:00 am CLOSE on December 14 at 11:59 pm

TECHNOLOGY REQUIREMENTS AND SUPPORT

This course is a 100% online course and uses TAMUCT's Canvas platform: <https://tamuct.instructure.com/>. All of your coursework and exams will be assigned and submitted in Canvas.

For this course, you will need reliable and frequent access to a computer and to the Internet. You will also need a headset with a microphone or speakers and a microphone to be able to listen to online resources and conduct other activities in the course. If you do not have frequent and reliable access to a computer with Internet connection, please consider dropping this course or contact me (your email and phone number) to discuss your situation.

To successfully complete an online course, you must have access to these minimum technology tools:

- Reliable Internet connection
- Desktop or Laptop computer with 2Gb RAM and 60Gb Hard drive space (4Gb RAM, 400Gb Hard drive is preferred)
- Windows Vista, 7, 8, or 8.1, or Mac OSX 10.7-10.9
- Internet Explorer 9 or 10, Firefox 4 or higher, Chrome 19 or higher, or Safari 4.0 (Macs only)
- Text Editor - MS Word, LibreOffice or OpenOffice
- Audio/Video Player
- headset with a microphone or speakers and a microphone
- Course-Recommended Plug-ins
- Course-Recommended Software

The above listing is for minimum requirements. Your browser must have JavaScript enabled for you to access your courses properly. In addition, Canvas will display popups with information, so popup blockers may need to be disabled. Some courses will require that you purchase additional software related to the course and your field of study.

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com>].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password

Technology Support.

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy.

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity.

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

Academic Accommodations.

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/departments/access-inclusion) webpage [https://www.tamuct.edu/departments/access-inclusion].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](#), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Tutoring.

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at ldavis@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

The University Writing Center.

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at

bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

University Library.

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these

issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password