

# College of Business Administration

## Texas A&M University-Central Texas Course Syllabus MKTG 4302—110: Services Marketing Fall 2021

### Contact Information

**Instructor:** Dr. Mindy Welch, PMP  
**Phone:** c. (254) 913-9778 (text preferred)  
**E-mail:** [m.welch@tamuct.edu](mailto:m.welch@tamuct.edu) (email first, if it is critical, please text)  
**Office Hours:** Web Conference by Appointment only.

### Description of the Course

**Term:** Fall 2021

#### **Catalog Description:**

Learn about the service environment. Analyze the most successful service-oriented industries and firms within the world's fastest-growing economic sector.

**Time/Location Course Meets:** *This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com/>].*

#### **Student-instructor interaction**

Allow the professor up to 24 hours to answer emails. If you have not received an answer by that time, please resend.

### **WARRIOR SHIELD**

#### **Emergency Warning System for Texas A&M University-Central Texas**

Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://www.tamuct.edu/police/911cellular.html) [<https://www.tamuct.edu/police/911cellular.html>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

**Fall 2021 Return to Campus Plan.** For the most recent campus information regarding COVID-19 see the Texas A&M University-Central Texas [Fall 2021 Return to Campus Plan](https://www.tamuct.edu/covid19/) [<https://www.tamuct.edu/covid19/>]

### **COURSE INFORMATION**

#### ***Why study services marketing?***

The U.S., as well as much of the world economy, is dominated by services. In the U.S., approximately 81% of the labor force and 81% of the GDP is accounted for by services. Nearly all the new job growth in this country will be in service organizations in the coming decade.

Moreover, many traditional manufacturing firms are extending their product mix to include services in order to provide added value to customers and provide a source of sustainable competitive advantage to the firm – for example, IBM now promotes itself as “the largest service 2 business in the world,” bringing in \$48 billion in revenue from services, more than half the company’s total revenue. Yet traditionally, many business courses have focused solely on the manufacturing sector of the economy.

Marketers only started considering services firms as distinct entities in the late 1970s, and serious research into the challenges of services marketing didn’t start until the mid-1980s. But, selling and delivering a tangible good is not the same as selling and delivering a service that solves a customer’s problem. It’s now recognized that marketing and managing services requires a distinctive approach to business strategy and uses a specialized language and set of marketing tools. University curricula have only recently begun to catch up to the trend – Texas A&M University Central Texas is among only a handful of universities worldwide that now offers a course in Services Marketing to its undergraduate students. Training in services marketing will help set A&M-Central Texas graduates apart from those of other universities, making them more competitive on the job market, as well as more effective in their jobs and thus more valuable to their future employers. Therefore, this course is designed for marketing students (and others in related fields) who may be interested in working in service industries and in addressing the unique needs and challenges of managing services and delivering quality service to customers.

This course will build and expand on basic marketing principles (from MKTG 3301 and other courses) to adapt and apply those principles to solve service marketing problems.

**Course Objectives:**

By the end of this course you should be able to:

1. Identify the unique characteristics of services that distinguish them from tangible goods, and identify the differences between marketing in services firms vs. manufacturing organizations.
2. Appreciate and explain the role of both employees and customers in service delivery and customer satisfaction.
3. effectively describe and utilize key services frameworks and concepts including the “3 Ps of Services,” the Gaps Model, customer co-production, customer satisfaction, loyalty, and customer lifetime value.
4. Identify and predict potential sources of service failure, and design appropriate approaches for service recovery.
5. Design and refine service operations from the customer point-of-view, using services blueprinting.
6. Articulate pricing strategies for services and understand how those differ from pricing of goods.
7. Understand how services can be used to create a competitive advantage in manufacturing organizations.
8. Become better, more aware, and maybe less naïve service customers.

**Textbook:**

Zeithaml, Bitner, and Gemler (2017). Services Marketing (7<sup>th</sup> edition). McGraw-Hill.

Students can purchase or rent the print text or digital text at their chosen retail or online store. The textbook must be purchased and received within the first week of class.

### **Assignments and Grading:**

Assignments should include everything listed below. Course Requirements follow, along with how each assignment is used and weighted to determine a grade.

Discussion Question/Participation	45% / 450
Quizzes	30% / 300
Application Assignments (3)	15% / 150
Final Exam (comprehensive)	10% / 100
<b>Total</b>	<b>100% / 1000</b>

### **Discussion Question and Participation**

Each week, you will have a discussion question that pertains to the content of the week. The initial post, which is 150-200 words and also needs citations. The initial post is due on Wednesday each week. After the initial post, you will need to comment to two other classmates. After that, you will need to come back at the end of the week on Friday – Sunday and read other students' responses. Then you will title a post "Reflection" and reflect on what you feel has been your biggest take-away from the week's learnings.

### **Quizzes**

Each chapter, there will be a quiz of 10 questions that are randomly drawn from a quiz bank. You will have two chances to take the quiz, which will be timed. This is to reinforce the week's learnings and readings. This is due every Sunday.

### **Application Assignments**

Throughout the semester, there will be three (3) application assignments for 50 points each. Those are described below. Every paper must be formatted in APA, as well as proper citations in-text and in the references section. Each assignment is subject to being put into plagiarism detection software. For each of these assignments, please review the instructions posted, as well as reviewing the rubric.

### ***Servicescape assessment (50 points)***

You will assess a business by evaluating the servicescape. You will look at principles learned in the course, as well as atmospherics of the place to consider the emotions and attitude generally felt in this environment. Due to COVID, this can be a place you have previously gone to, or do a virtual tour online.

### ***Service Evaluation (50 points)***

You are going to evaluate a personal service experience that you have had, positive or negative. You are going to apply the concepts from this course into the experience to define what made it great, or what could have made it better.

### ***Service idea proposal (50 points)***

You can create a hypothetical company, or use an existing company and create a service idea proposal to send to management. Once again, using concepts from the readings, you are going to apply the knowledge that you have learned and look for an improvement process that must

include metrics or key performance indicators (KPI's).

### Final Exam

There will be a timed final exam in Canvas on December 9<sup>th</sup>. This will be cumulative and will be 100 questions, at 1 point each. These questions will come from the banks previously used in the course.

### Posting of Grades

Grades will be posted generally within 72 hours of the due date. If there is a delay, you will be notified via "Announcements".

### Grading Policies

Late work is generally not accepted. However, if you contact the instructor with questions regarding late work, this might be taken into consideration. Understand that deductions may occur depending on the instructor's discretion, up to a refusal to accept the work.

## COURSE OUTLINE AND CALENDAR

### Complete Course Calendar

The schedule of course activities are included in a calendar below. **The topics and dates are tentative and subject to possible revision/change, should the need arise.**

TENTATIVE Class Schedule Week of:	Readings and Assignments
August 23	Chapter 1 Discussion – Chapter 1 Quiz – Chapter 1
August 30	Chapter 2 Discussion – Chapter 2 Quiz – Chapter 2
September 6	Chapter 3 Discussion – Chapter 3 Quiz – Chapter 3
September 13	Chapter 4 Discussion – Chapter 4 Quiz – Chapter 4 <b>Service Evaluation</b>
September 20	Chapter 5 Discussion – Chapter 5 Quiz – Chapter 5
September 27	Chapter 6 Discussion – Chapter 6 Quiz – Chapter 6
October 4	Chapter 7 Discussion – Chapter 7

	Quiz – Chapter 7
<b>October 11</b>	Chapter 8 Discussion – Chapter 8 Quiz – Chapter 8
<b>October 18</b>	Chapter 9 Discussion – Chapter 9 Quiz – Chapter 9
<b>October 25</b>	Chapter 10 Discussion – Chapter 10 Quiz – Chapter 10 <b>Servicescape assessment</b>
<b>November 1</b>	Chapter 11 Discussion – Chapter 11 Quiz – Chapter 11
<b>November 8</b>	Chapter 12 Discussion – Chapter 12 Quiz – Chapter 12
<b>November 15</b>	Chapter 13 Discussion – Chapter 13 Quiz – Chapter 13 <b>Service idea proposal</b>
<b>November 22</b>	Chapter 14 Discussion – Chapter 14 Quiz – Chapter 14
<b>November 29</b>	Chapters 15 & 16 Discussion – Chapters 15 & 16 Quiz – Chapters 15 & 16
<b>December 6</b>	Final Exam Week Posted online and comprehensive

## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Important University Dates

*<https://www.tamuct.edu/registrar/academic-calendar.html>*

## TECHNOLOGY REQUIREMENTS AND SUPPORT

### Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

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

### **Online Proctored Testing**

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

### **Other Technology Support**

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

24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto: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.*

### **Drop Policy**

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2FForm%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed 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, working with

others in an unauthorized manner, 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 referred 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.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html),  
[<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),  
[[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=0](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0)].

### **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 Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required)  
[<https://tamuct.instructure.com/courses/717>]

### **Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

### **Tutoring**

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics,

Mathematics, and Study Skills. Tutors will return at the Tutoring Center in Warrior Hall, Suite 111 in the Fall 2020. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

### **University Writing Center**

The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Fall 2020 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor 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](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

### **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 85,000 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 24 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](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

**For Fall 2020, all reference service will be conducted virtually. Please go to our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index] to access our virtual reference help and our current hours.**

---

## OPTIONAL POLICY STATEMENTS

### 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 TAMUCT, 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 Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

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/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

---

**Copyright Notice**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Copyright 2020 by Dr. Mindy Welch at Texas A&M University-Central Texas, College of Business Administration; 1001 Leadership Place, Killeen, TX 76549);  
m.welch@tamuct.edu