



Business Administration

Course Number:	BUAD 336
Course Title:	SERVICES MARKETING
Credits:	3
Calendar Description:	This course includes the marketing of intangible offerings by both profit and non-profit organizations, including financial institutions, the hospitality industry, professionals, government agencies and charities. Included is the application of marketing principles when the marketer's offerings are services, not goods. Emphasis will be placed on current marketing practices employed by regional, national and international firms.
Semester and Year:	Fall 2016
Prerequisite(s):	BUAD 116 and third year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective Diploma, Marketing Option – Elective
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Students with credit for BUAD 294 cannot take BUAD 336 for further credit.
Originally Developed:	September 2007
EDCO Approval:	June 2009
Chair's Approval:	

Professors

Name	Phone	Office	Email
Blair Baldwin	762-5445 #4315	Kelowna: E220	pincon@shaw.ca

Learning Outcomes

Upon completion of this course students will be able to:

- Explain the importance of Services Marketing as a distinctive and vital part of success in the current business environment
- Describe the Gaps Model of Services marketing and the components of Service Quality.
- Construct Services Marketing frameworks for monitoring and implementing improvements.
- Evaluate customer relationship management strategies to drive customer retention.
- Explain the role of management and employees in the service process.
- Identify the pricing practices that can be used by a service business.
- Conduct a comprehensive services marketing review of a services business including: identifying service gaps and causes; evaluating service quality measures; constructing a blueprint for the services process; and developing recommendations for the client.

Course Objectives

This course will cover the following content including:

*See attached weekly Course Schedule.

Evaluation Procedure

Class Work	20%
Three-part Project	50%
Final Exam	30%
Total	100%

Notes**Class Work**

Class Participation, Key Concepts (20%)

Ten (10%) of your grade will be determined from the completion of 10 Applied Key Concepts. The development and discussion of these Applied Key Concepts is outlined on a separate document which will be reviewed at the start of the course. These are due to your professor in hard copy at the start of every class so we may refer to them in class. Please don't procrastinate. If they are not handed in at the start of every class, they will not be accepted. Ten (10%) will come from active class participation and in class discussion based on the following guidelines:

1. Providing recapitulations and summaries of your Applied Key Concepts
2. Making observations that integrate concepts and cite relevant personal examples
3. Asking key questions that lead to revealing discussions
4. Engaging in critical thinking and being an active participant in group discussion.

Final Exam

There is one final exam worth 30% of your total grade which will contain multiple choice, short answer, a service blueprint design and a case. ***You must pass the final exam to pass the course.**

Applied Term Project

Your team will be conducting an applied project with a service company in the Okanagan Valley. This project will be completed in three parts. Part A is worth 15%; Part B is worth 15% and Part C is worth 20% for a total of 50%. The complete project outline is online. Key dates are outlined below in the weekly schedule.

Notes (con't)**Class Format**

1. Project teams will be formed in the first week. These teams will work together for the duration of the term on the applied term project. One team member will be designated as the team leader responsible for managing the group for its duties; reporting to the client and professor and ensuring accountability amongst team members. Marks awarded will be given to the teams but will be prorated based on the team's evaluation of each member using set criteria and measured against the total score over Parts I, II, and III of the applied project. The criteria for each person's evaluation can be found online. Evaluations will be done the very last week of classes.
2. There are 2 classes of 1.5 hours each week. Please ensure you are completely familiar with the course outline.
3. There is a separate word document outlining the complete details on the term project. You are responsible for reading and understanding this at the start of the course.
4. During each week of classes, we will use the following format:
The first class in each week will cover the main chapters assigned for your Applied Key Concepts for the week. We will refer to PowerPoint slides in this class and use current applied examples from the business world that are relevant and meaningful.
The second class in each week we will finish any of the learning concepts that were not dealt with on the first class of the week. The critical part of each second class is for every student to hand in a hard copy - at the start of class - the Applied Key Concepts for the chapters assigned. These must be handed in at the start of class – they will not be accepted late. Please note this. The second class will involve breakout groups and discussion of individual applied key concepts. Class participation is critical.
5. Students will note that all three parts of the project are to be completed using a written format and assembled in a professional binder. At the end of the course, the revisions to all parts must be completed for your final mark to be awarded and one copy must be delivered to your client's.
6. There is no mid-term, only one final and you must pass the final to pass the course.
7. Your professor will be available through Moodle and in office as advised by each professor teaching the course. This course requires extensive reading; each student should have access to their own text. Minimum reading consists of one to two chapters per week.
8. It is advised that you set aside a minimum of two hours per class of course work to ensure coverage of reading material and completion of assigned work each week.
9. If you miss class, you must notify your professor in advance. If you miss more than two consecutive classes, your professor may require you to meet to discuss these absences and how they will impact your learning.

Required Texts/Resources

Services Marketing: Integrating Customer Focus Across the Firm, Sixth Edition, Zeithaml, V.A., Bitner, M. & Gremler, D.D., McGraw-Hill ISBN 978-0-07-811205-8

Course Schedule

Date		Topic	Textbook
Week of:		Tues. Sept 6 College-wide Orientation Day Wed. Sept 7 Classes begin Mon. Oct 10 Thanksgiving Day – no classes Fri. Nov 11 Remembrance Day – no classes Tues. Dec 6 Last day of regularly scheduled classes	
Sept	5	Opening Class: Foundations for Services Marketing: Course Overview & Evaluation; Project Introduction and Team Formation	
Sept	12	Introduction to Services Gap Model of Service Quality	Ch 1, 2
Sept	19	Focus on The Customer: Consumer Behaviour in Services Customer Expectations of Service Customer Perceptions of Service Project Proposal Due	Ch 3, 4
Sept	26	Understanding Customer Requirements Perceptions of Service Listening to Customers Through Research Building Customer Relationships Group Progress Meetings	Ch 5, 6
Oct	3	Project Part 1 Due from all teams Service Recovery	Ch 7 Part 1 Due
Oct	10	Aligning Service Designs and Standards Service Innovation and Design Customer-Defined Service Standards	Ch 8, 9
Oct	17	Physical Evidence and the Servicescape	Ch 10
Oct	24	Delivering and Performing Service Employees' Roles in Service Delivery Customers' Roles in Service Delivery Group Progress Meetings	Ch 11, 12
Oct	31	Managing Demand & Capacity	Ch 13
Nov	7	Managing Service Promises Integrated Services Marketing Communications Project Part 2 Due from all teams	Ch 14 Part 2 Due
Nov	14	Pricing of Services Service and the Bottom Line	Ch 15, 16
Nov	21	Final Project Reports	Part 3 due
Nov	28	Project Part 3 – Group Presentations	Part 3 Due
Dec	5	Project Part 3 – Group Presentations	
Dec	9-20	Final Exam Period	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.