



SERVICES MARKETING MARK 4300.060 • Fall 2025

INSTRUCTOR

Carroll Rogé, MBA

EMAIL ADDRESS

croge@uttyler.edu

CELL NUMBER

903-780-4951

Feel to text me with questions during reasonable hours.
You may also call me, but please text first and let me
you are about to call – I may assume you are a solicitor
if you are not in my contact list.

REQUIRED TEXT

SERVICES MARKETING Integrating Customer Focus Across the Firm,
eight edition, McGraw Hill
ISBN 978-1-260-26052-6 (bound edition);
ISBN 978-1-260-56416-7 (loose-leaf edition)

CLASS MEEETING

Soules College of Business, Room 00111, T/Th, 8:00 – 9:20 a.m.

OFFICE LOCATION

Soules College of Business, Third floor faculty offices

OFFICE HOURS

M: 2:30-3:30 p.m.
T: 9:30 a.m.-noon
W: 11 a.m. to 12:10 p.m.; 2:30-3:30 p.m.
Th: 9:30 a.m.-noon
F: 11 a.m. to 12:10 p.m.; 2:30-3:30 p.m.

COURSE DESCRIPTION

An overview of marketing firms with a strong focus on service delivery, both in terms of the product and customer service standards of excellence. All the traditional tools of marketing will be covered (the 4Ps, goals, target marketing/segmentation, action tactics, controls and measurements) with special relevance to related service implications.

PREREQUISITE

MARK 3311

SPECIFIC LEARNING OBJECTIVES

By the end of this course, you will understand and apply marketing knowledge to be able to do the following in the context of services-focused organizations:

1. identify the components of the environmental analysis and strategic planning,
2. understand what a target market is and how to define segments,
3. apply the marketing mix of product, price, place, and promotion,
4. understand the basics of marketing research: problem statement, types of research (primary/secondary), know the difference between quantitative and qualitative data, be able to identify some types of data collection instruments and methods,
5. grasp the importance of identifying and closing service gaps between expectations and perceptions through aligning service design and standards
6. understand the importance of and how to apply service recovery when needed
7. apply CRM tools and concepts to better manage and build customer relationships
8. understand the mechanics of services blueprinting and how to break a complex customer interaction into a series of consumer touchpoints
9. consider how to improve those touchpoints to create positive memories
10. manage service demand and capacity
11. internalize the importance of the physical landscape and evidence in service transactions
12. consider the special implications of services pricing
13. understand the basics of branding, retailing, global implications, customer relationship and global marketing issues, sustainability,
14. use a strong vocabulary in the field of services marketing,
15. become versed in AI and robotics implications in services
16. understand the financial implications of services, and
17. create the framework for a thoughtful and effective integrated marketing communications plan for a services-oriented firm.

COURSE COMPETENCIES

Competencies demonstrated in this course will include the following:

- written communication skills,
- conceptual skills through identifying marketing opportunities and developing solutions for your project using unstructured information and background,
- asking questions and analyzing answers to perform basic consumer research,
- creativity and innovation to solve marketing challenges,
- ethical decision-making,
- deadline management,
- demonstrating quality of work through examinations, online discussions and the written marketing plan,
- executing marketing principles in the development of a marketing project,
- understanding marketing domestic and international implications, and
- understanding and appreciation of the strategic impact of business decisions.

TEACHING METHOD: Lecture, online discussions, videos, exams, marketing plan project

Full disclosure: I have taught around 30 marketing classes at UT Tyler. I've taught this course about 10 times. My previous experience has been in-classroom. So, while you are learning about services marketing, I will be learning about how best to instruct an online class.

The good news is that this class, so far, is one of my smallest this semester. So even though we won't have class time face-to-face, I am glad to visit with you by text, phone, or Zoom. I also have office hours if you want to meet in person. We could also schedule a meeting in the lobby of the building business during off hours, if you'd like. The bottom line: I want to be accessible to you. I want you to do well in this class, but I expect to earn your grade.

I'm going to be giving you weekly video "lectures." I've never done this before so I'm sure there will be a learning curve. I will try to make these lectures short and to-the-point (which is not to say I won't ever tell a story or two). Like you, I know that brevity in today's busy world is valued. We are all time-deprived. My focus in the lectures is to point out what I think is important in each chapter, which will help you focus your study for the exams. I also want to give you some context, based on my decades of services marketing experience and leadership.

Please read the chapters. Skimming is fine, but be mindful for key points that seem important. Highlight. Take note. Ask me if you're confused.

GRADING

- Four exams @ 15% of total grade each for a total of 60% of the final grade
- Fifteen weekly "Reflection Assignments" @1% each for a total of a 15% of the final grade. Details on this assignment will be covered in my first lecture and in Canvas, but let me say now that these assignments are not "tests." You will be basically given a pass/fail/1 percentage point or nothing score. The only way you can miss out on these points is (1) not submitting the assignment when it's due or (2) not doing enough to show me you took the assignment seriously and spent some time "reflecting" on what I'm asking – hence the term "Reflection Assignments." I'm wanting to see how you are taking the concepts in each week's chapter and how you will be potentially applying them to your project. While not individually worth many points, I hope they will be invaluable in helping me guide you to personally better understand services marketing and to do an excellent job on your marketing plan.
- Marketing Plan Project @ 25% total grade (details will be covered in our second lecture)

- **Scale**

A = 100%-90%

B = Less than 90% to 80%

C = Less than 80% to 70%

D = Less than 70% to 60%

F = Less than 60%

Exams will be given online using the Respondus lockdown browser. A basic requirement of taking exams is to have access to a computer with a webcam. Respondus AI will screenshot activity it deems to be suspicious and potentially indicative of cheating. If you do not have access to a computer with a webcam, you can make an appointment with the on-campus computer lab.

Four examinations will be given to measure student learning. The exams will have 40 questions. The exams will cover material from the textbook and lectures. Please note that any material in the book is considered "fair game" for testing; however, if you come to class, listen, ask questions and take good notes, you'll have an excellent idea of the points that I view as important.

No makeup exams (unless for extreme situations) as I will have the exam open for a sufficient period of time to work around unexpected situations.

ABOUT ME, CARROLL ROGÉ, YOUR INSTRUCTOR

By the way, my name is Edgar Carroll Rogé Jr. I go by my middle name, Carroll, but since my first name is Edgar, you'll find me listed on certain campus materials by that name. It's a bit confusing. Just call me Mr. Rogé. Now, how do you pronounce that, you ask. Ro-zhā and you can check out this video to actually hear it spoken: https://www.youtube.com/watch?v=bj0_Ey4XbOA

My resume is attached on Canvas so you can look over my work history. Let me give you a quick summary in narrative form:

I am the owner of Rogé Marketing, an intentionally small marketing firm now in its fourth year of operation. My clients range from medical to leadership consultants to restaurants to non-profits to attorneys. My largest client is Andrews Behavioral Health (nearly 400 employees in five counties), and my smallest was a solo southern rock guitarist/singer. I enjoy the diversity of clients in different fields and find that basic marketing principles universally apply to all types of organizations. The tactics and approach (we call this the "marketing mix) must be modified.

For 30 years I served as a marketer for the ETMC Regional Healthcare System (now UT Health East Texas.) I began there as an entry-level marketing associate and rose to the position of corporate vice president of marketing. Previous positions include advertising director for a chain of sporting good stores and communications specialist for a forensic engineering firm. (After ending my tenure at ETMC, I also worked for a couple of years at CHRISTUS Trinity Mother Frances as director of patient experience for numerous hospitals and clinics.)

I hold a B.A. in journalism from Louisiana Tech University and an M.B.A. from the University of Texas at Tyler. I am a member of the American College of Healthcare Executives, the Society for Strategic Healthcare Marketing and the Beta Gamma Sigma honorary business fraternity.

I served as president on the Leadership Tyler board of directors and was a board member of the UT Tyler Alumni Association. I currently chair the marketing committee for Promise Academy.

I've taught about 30 classes at UT Tyler since 2000, some undergrad and some at the graduate level. I enjoy these experiences, and I look forward to working with you this semester as we explore the world of marketing in today's dynamic business environment.

I love marketing and am excited to share my knowledge and experiences with you. My goal is that you find this class to be challenging, rewarding and beneficial. Please know that your individual effort and enthusiasm will play a large part in making this course a success for you and other members of the class. Good luck!

CLASS CALENDAR (as of AUG. 23, 2025)

Please note that this calendar is a projection of the course curriculum developed at the start of the semester. As the semester progresses minor changes may be necessary. These will be announced in class and posted on Canvas. It is your responsibility to come to class to learn about any modifications, as well as check Canvas regularly to stay apprised of changes in the course structure.

Week of	Concepts/Topics Covered	Discussion Chapters	Assignments Due (see Canvas for details)
Aug 25	Introduction to Services Gaps Model of Service Quality	Chapter 1 Chapter 2	Reflection Assignment 1 Reflection Assignment 2
Sep 1	Customer Expectations of Service	Chapter 3	Reflection Assignment 3
Sep 8	Customer Perceptions of Service	Chapter 4	Reflection Assignment 4
Sep 15	Exam will be open online for a couple of days. Listening to Customers Through Research	Chapter 5	Exam 1: (ch. 1-4) Reflection Assignment 5
Sep 22	Managing Customer Relationships	Chapter 6	Reflection Assignment 6
Sep 29	Service Recovery	Chapter 7	Reflection Assignment 7
Oct 6	Service Innovation and Design	Chapter 8	Reflection Assignment 8
Oct 13	Exam will be open online for a couple of days. Customer-Defined Service Standards	Chapter 9	Exam 2: (ch. 5-8) Reflection Assignment 9
Oct 20	Physical Evidence and the Servicescape	Chapter 10	Reflection Assignment 10
Oct 27	Employees Roles in Service Customers Roles in Service	Chapter 11 Chapter 12	Reflection Assignment 11 Reflection Assignment 12
Nov 3	Exam will be open online for a couple of days. Managing Demand and Capacity	Chapter 13	Exam 3: (ch. 9-12) Reflection Assignment 13
Nov 10	Integrated Service Marketing Comm.	Chapter 14	Reflection Assignment 14
Nov 17	Pricing of Services	Chapter 15	Reflection Assignment 15
Dec 2	AI/Robotics Exam will be open online for a couple of days.	Chapter 16	Reflection Assignment 16 Exam 4: (ch. 13-16)
Dec 5	Project Due		