



MARK 5360.060 Advanced Services Marketing

1/12/26 to 2/28/26



Welcome

Welcome to Advanced Services Marketing, a course about marketing service offerings. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments. Each module provides you with information about how service organizations use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the unique characteristics of services marketing.



Course Overview

Marketing had its genesis from a traditional physical goods perspective. In the 1970's marketers acknowledged that services are different from goods and not all marketing theories worked regarding services marketing. New theories were needed and developed. This class will explore those differences and how those differences impact services marketing. The class will facilitate your development of an understanding of how to become a successful services marketer.

REQUIRED TEXT: Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization, Leonardo Inghilleri and Michal Solomon
ISBN #978-0-8144-1538-2

Professor Corner

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Professor of Marketing

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Office Hours:

Tuesdays 8-11:30 am

Wednesdays 8-11:00 am

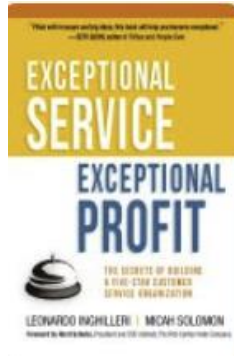
Thursdays 8-11:30 am

Available by phone or via Zoom
and other times at your
convenience

**Course is delivered asynchronously
(not live) on Canvas**

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Course Learning Outcomes

This course provides you with the following learning opportunities:

1. Identify the basic concepts of service quality (WK1-WK7)
2. Outline the basic differences between goods and services and the resulting challenges and opportunities for service organizations (WK1, WK2)
3. Apply the frameworks and concepts used in services (WK1-WK7)
4. Outline the main components of service quality (WK 2, WK3)
5. Apply essential service quality knowledge and skills in a real-world business setting (WK 2, WK 4, WK5, WK6)
6. Apply understanding of service quality via assignments (WK 1, W2, WK4, WK6)

Assignment Overview

Exceptional Service Applications: You will select a business that promotes services instead of physical products and you will use this business for all three of your assignments. These assignments will give you the opportunity to demonstrate the knowledge you have learned in the chapters by creating a two-page summary of key concepts covered in the module including specific recommendations for your selected business. These assignments should be professional in appearance and reflect a consulting report format rather than a traditional term paper. Review the specific instructions provided in Canvas. You are permitted to use AI-generated content, but you are responsible for the accuracy and application of the content.

Essay Exams: You will take two proctored essay exams based on my Supplemental Video Lectures using Respondus Lockdown Browser with video monitoring. You will have one hour to demonstrate your understanding of the concepts discussed in these supplemental lectures. Using any artificial intelligence (AI) or quiz software is NOT permitted and is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Creative Brief: For this assignment you will use a Creative Brief and the video interview with our client to guide the creation of four marketing materials: logo design, promotional flyer, and social media post for Live Here Give Here AND either a logo, flyer, OR social media post for Sweat Equity month in May.

You may use the free version of Canva, Affinity (free version), Adobe (if you have access to it), and artificial intelligence (AI). After uploading each of the four files to Canvas you will send a professional email the client explaining what you created with a cc to kcamp@uttyler.edu.

Case Study: A services marketing case study is assigned for your review and analysis. You will upload a word document that answers the essay questions for the assignment.

Exam Proctoring

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

LockDown Download Instructions

- Select a quiz from the course (**Practice Quiz must be completed in Module 1 PRIOR to any quiz or exam**)
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines

When taking an online exam, follow these guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps or hats with brims

- Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
- If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
- Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)

Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Evaluation

Exceptional Service Applications #1 – Applying the Service Profit Chain and Four Actions (Chapter 1 & 2)	100
Exceptional Service Applications #2 - Creating Memorable Moments and Service Recovery (Chapter 3, 4, 5, & 6)	100
Exceptional Service Applications #3 – Systems, Standards, Leadership, and Sustaining Excellence (Chapters 7, 8, 9, 10, and 11)	100
Essay Exam #1 (Services Marketing Overview)	100
Essay Exam #2 (Services Marketing Strategies)	100
Creative Brief Assignment	100
Case Study	<u>50</u>
Total Possible Points	650

A= 582-650 points (89.5%-100%), B= 517-581 points (79.5%-89.4%),
 C= 452-516 points (69.5%-79.4%), D= 387-451 points (59.5%-69.4%), F= 0-386 points (0%-59.4%)
 *Please note that I already use rounding to determine the final course grade, so no additional points will be added.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus. For all other university syllabus policies, please refer to the Syllabus module in Canvas.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me **prior** to the due date and let me know that you need special consideration for approval to submit the assignment after the due date.

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Course Schedule

Module	Dates	Topics	Chapters/Quizzes/Assignments
1	1/12-1/18	Getting Started Introduction to Services Marketing	<i>Read</i> Chapter 1 – The Engineer on the Ladder: Reaching for the Highest Level of Service <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Services Marketing Overview <i>Watch Video lecture</i> Actionable Insights and Case Study <i>Watch Video lecture</i> Live Here Give Here Creative Brief assignment Essay Exam 1 (Services Marketing Overview) due no later than 11:59 PM CST January 18th
2	1/19-1/25	Customer Satisfaction and Problem Resolution	<i>Read</i> Chapter 2—Four Elements of Customer Satisfaction- Perfect Product, Caring Delivery, Timeliness, and an Effective Problem Resolution Process <i>Watch Video lecture</i> Chapter 2 Exceptional Service Applications #1 – Applying the Service Profit Chain and Four Actions (Chapters 1 & 2) due no later than 11:59 PM CST January 25th
3	1/26-2/1	Communication and Service Recovery	<i>Read</i> Chapter 3—Language Engineering: Every. Word. Counts. <i>Read</i> Chapter 4—Recovery! Turning Service Failures Around <i>Watch Video lecture</i> Chapter 3 <i>Watch Video lecture</i> Chapter 4 <i>Watch Video lecture</i> Services Marketing Strategies Essay Exam 2 (Services Marketing Strategies) due no later than 11:59 PM CST February 1st
4	2/2-2/8	Customer Tracking and Processes	<i>Read</i> Chapter 5—Keeping Track to Bring Them Back: Tracking Customer Roles, Goals, and Preferences <i>Read</i> Chapter 6—Building Anticipation Into Your Products and Services: Putting Processes to Work for You <i>Watch Video lecture</i> Chapter 5 <i>Watch Video lecture</i> Chapter 6 Exceptional Service Applications #2 – Creating Memorable Moments and Service Recovery (Chapters 3, 4, 5, & 6) due no later than 11:59 PM CST February 8th
5	2/9-2/15	Human Resources and Leadership	<i>Read</i> Chapter 7—Your People: Selection, Orientation, Training, and Reinforcement <i>Read</i> Chapter 8 – Leadership: Guiding the Customer-Centered Organization <i>Watch Video lecture</i> Chapter 7 <i>Video lecture</i> Chapter 8 Creative Brief Assignment due no later than 11:59 PM CST February 15th
6	2/16-2/22	Creating Value, Building Customer Loyalty, and Crucial Moments with Customers	<i>Read</i> Chapter 9 – What’s Worth it, and What’s Not? Pointers on Value, Costs, and Pricing <i>Read</i> Chapter 10 – Building Customer Loyalty Online: Using the Internet’s Power to Serve Your Customers and Your Goals <i>Read</i> Chapter 11 – Hello/Good-Bye: Two Crucial Moments with a Customer <i>Video lecture</i> Chapter 9 <i>Video lecture</i> Chapter 10 <i>Video lecture</i> Chapter 11 Exceptional Service Applications #3 – Systems, Standards, Leadership, and Sustaining Excellence (Chapters 7, 8, 9, 10, & 11) due no later than 11:59 PM CST February 22nd
7	2/23-2/28	Case Study	FRIDAY, February 27th NOTE: SHORT week due to 7 week schedule. Case Study due no later than 11:59 PM CST February 27th