Course Number: MARK 4300 section 001

Course Title: Services Marketing

Instructor: Carroll Rogé, MBA


Course Description: Decision making in the service industries such as accounting, education, finances, health, and other professional fields will be studied. Emphasis will be on problem solving for marketing areas that are unique to the service sector.

Prerequisite: MARK 3311

Class Meeting: Mondays: 6-8:40 p.m.

Teaching Method: Lecture, discussion, class exercises, group project.

Course Objectives:
• Identifying the unique challenges involved in marketing and managing services
• Recognizing the role of employees and customers in service delivery, customer satisfaction, and service recovery
• Understanding how service can be a competitive advantage
• Being able to apply service concepts to important workplace skills (e.g. cooperation, teamwork, meeting deadlines, and report writing) through class projects and other classroom activities.

Demonstrated Course Competencies:
• Computer-based skills:
  – Word processing.
  – Presentation development.
• Communication skills:
  – Organization, writing, editing and formatting of the main project.
  – Oral presentation of report is required.
• Interpersonal skills:
  – Team-based abilities, including both intra-team and inter-team cooperation.
- Conflict resolution (covered in the course with practical experience gained in working together as a group for the project presentation).

- Problem solving/critical thinking:
  - Conceptual thinking is demonstrated through the projects, which use actual businesses to help students gain real-world experience.
  - Creativity and innovation is also demonstrated through the brainstorming necessary for the project.

- Ethical issues in decision making and behaviors in services will be discussed.

- Personal accountability for achievement will be demonstrated as follows:
  - Meeting deadlines; no late assignments will be accepted.
  - Quality of work performed.
  - Classroom participation and attendance.

- Competence in basic business principles:
  - Understanding of concepts and application in major field and grounding in related areas.
  - Awareness of international as well as domestic implications of business decisions.
  - Understanding and appreciation of strategic impact of business decisions.

Outcomes for students to successfully complete this course will be set by the instructors and tied back to objectives inherent in the course.

Instructor Contact Information

I don’t maintain an on-campus office. However, I will gladly meet with you upon request at times that are convenient for us both. I can arrange to have you visit my office at ETMC, or I will meet you in the UT Tyler library. Even though I do not have an on-campus office, please know that I will be accessible to meet your needs for clarification or additional instruction. Feel free to contact me with questions at any reasonable hour.

Landline at my ETMC office: 903-596-3761

Cell: 903-780-4951 – I don’t mind if you call my cell phone. Also, text messages are a great way to reach me, but please identify yourself when texting. And please do not use texting or e-mail to work through complex issues, such as grade disputes or asking for special permission for something or discussing the intricacies of your project. Call me unless you have a quick question or need to let me know something that’s very brief.

Email: croge@uttyler.edu I check this mailbox sporadically throughout the day. If you need me to read a time-sensitive email immediately, it’s fine to text me a message to check my UT Tyler inbox.
<table>
<thead>
<tr>
<th>Topics Covered</th>
<th>Classroom Hours</th>
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<tbody>
<tr>
<td>1. Difference between services and goods</td>
<td>4.5</td>
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<tr>
<td>2. Customer expectations</td>
<td>7.5</td>
</tr>
<tr>
<td>3. Research in services</td>
<td>2.5</td>
</tr>
<tr>
<td>4. Service recovery</td>
<td>7.5</td>
</tr>
<tr>
<td>5. Design of services</td>
<td>2.5</td>
</tr>
<tr>
<td>6. Physical/tangible aspects</td>
<td>2.5</td>
</tr>
<tr>
<td>7. Promotion of services</td>
<td>2.5</td>
</tr>
<tr>
<td>8. Remote services</td>
<td>2.5</td>
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<tr>
<td>9. Demand management</td>
<td>5.5</td>
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**Evaluation:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Attendance</td>
<td>5 percent</td>
</tr>
<tr>
<td>Exam 1</td>
<td>20 percent</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20 percent</td>
</tr>
<tr>
<td>Exam 3</td>
<td>20 percent</td>
</tr>
<tr>
<td>Marketing Plan and Presentation</td>
<td>35 percent</td>
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</tbody>
</table>

Exams will consist of multiple choice questions and will be administered online through Blackboard; you do not have to attend on exam days – you may take the test from home. I do very strongly encourage you to take advantage of this time to meet with your project team members.

To take the exams, you will need a solid internet connection, and you must download Respondus Lockdown Browser. **You must navigate to the exam through Blackboard, using the Respondus Lockdown Browser; it is the only way the test will load.** Instructions on how to download the browser and how to access the test are on Blackboard. We’ll talk more about this during our second class meeting.

**Grading:**
Grades will be administered on a 10-percent scale as follows:

- 89.5 and above: A
- 79.5 to 89.4: B
- 69.5 to 79.4: C
- 59.5 to 69.4: D
- 59.4 and below: F

**College of Business and Technology Statement Of Ethics**
The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:
• Ensure honesty in all behavior, never cheating or knowingly giving false information.
• Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
• Develop an environment conducive to learning.
• Encourage and support student organizations and activities.
• Protect property and personal information from theft, damage and misuse.
• Conduct yourself in a professional manner both on and off campus.

**Academic Dishonesty Statement**
The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one’s own work of material that is not one’s own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students’ official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

**Students Rights and Responsibilities**
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html

**Grade Replacement/Forgiveness**
If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

**State-Mandated Course Drop Policy**
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date). Exceptions
to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar’s Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar’s Office if you have any questions.

Disability Services
In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office in UC 282, or call (903) 566-7079.

Student Absence due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.
Message from Carroll Rogé, your instructor
I currently serve as corporate director of marketing for the ETMC Regional Healthcare System, which consists of 15 hospitals, about 40 clinics, a large EMS network and several other medical-related organizations. I also am the chief operating officer of FirstNet, a division of ETMC that helps connect area patients and providers and allow them to share electronic medical data, safely and securely. I am also responsible for the corporate service excellence program throughout the ETMC system.

My previous marketing positions include advertising director for a chain of sporting good stores and communications specialist for a forensic engineering firm. I hold a B.A. in journalism from Louisiana Tech University and an M.B.A. from the University of Texas at Tyler.

I serve as past-president of the board of directors of Leadership Tyler, member of the UT Tyler Regional Alumni Council, and member of Catalyst 100. I am also a member of the American College of Healthcare Executives, the Society for Strategic Healthcare Marketing, the Society for Training and Development and the Beta Gamma Sigma honorary business fraternity.

Since 2001, I’ve taught many times at UT Tyler, presenting both marketing and management courses. I always enjoy these experiences, and I look forward to working with you this semester as we explore the world of services marketing in today’s dynamic business environment. I enjoy my career in marketing and look forward to sharing my knowledge and experiences with you through this course. My goal is that you find this class to be challenging, rewarding and beneficial.

I also hope and expect that you will share your thoughts and ideas. Interaction with students is why I teach these classes, and I hope to get to know each of you. Please keep in mind that your individual effort and enthusiasm will play a large part in making this course a success for each member of the class. Good luck!
# CLASS CALENDAR: MARK 4300/Spring 2015/Rogé
(revised 1/11/15: any changes from this version will be announced in class and on Blackboard)

<table>
<thead>
<tr>
<th>Date</th>
<th>Concepts/Topics/Classroom Activities</th>
<th>Discussion Chapters</th>
<th>Assignment Due On This Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>Course requirements&lt;br&gt;Introduction to Services&lt;br&gt;Conceptual Framework: Gaps Model</td>
<td>Chapter 1&lt;br&gt;Chapter 2</td>
<td>Read Chs. 1, 2</td>
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<tr>
<td>Jan 19</td>
<td><strong>MARTIN LUTHER KING DAY</strong> NO CLASS</td>
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<tr>
<td>Jan 26</td>
<td>Customer Expectations of Service&lt;br&gt;Customer Perceptions of Service</td>
<td>Chapter 3&lt;br&gt;Chapter 4</td>
<td>Read Chs. 3, 4</td>
</tr>
<tr>
<td>Feb 2</td>
<td>Customer Perceptions of Service (cont.)&lt;br&gt;Listening to Customers Through Research</td>
<td>Chapter 4&lt;br&gt;Chapter 5</td>
<td>Read Chs. 4, 5&lt;br&gt;Submit project team members</td>
</tr>
<tr>
<td>Feb 9</td>
<td>Online Exam 1 on Chs 1-5; you’ll need a good connection/Respondus lockdown browser</td>
<td></td>
<td>Study the chapters&lt;br&gt;Arrange team meeting</td>
</tr>
<tr>
<td>Feb 16</td>
<td>Building Customer Relationships&lt;br&gt;Service Recovery</td>
<td>Chapter 6&lt;br&gt;Chapter 7</td>
<td>Read Chs. 6, 7&lt;br&gt;Submit project business name</td>
</tr>
<tr>
<td>Feb 23</td>
<td>Service Innovation and Design&lt;br&gt;Customer-Defined Service Standards</td>
<td>Chapter 8&lt;br&gt;Chapter 9</td>
<td>Read Chs. 8, 9</td>
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<tr>
<td>Mar 2</td>
<td>Physical Evidence and the Servicescape&lt;br&gt;Employees Roles in Service Delivery</td>
<td>Chapter 10&lt;br&gt;Chapter 11</td>
<td>Read Chs. 10, 11</td>
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<tr>
<td>Mar 9</td>
<td><strong>SPRING BREAK</strong> NO CLASS</td>
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<tr>
<td>Mar 16</td>
<td>Customers’ Roles in Service Delivery&lt;br&gt;Managing Demand and Capacity</td>
<td>Chapter 12&lt;br&gt;Chapter 13</td>
<td>Read Chs. 12, 13</td>
</tr>
<tr>
<td>Mar 23</td>
<td>Online Exam 2 on Chs. 6-11; you’ll need a good connection/Respondus lockdown browser</td>
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<td>Study the chapters&lt;br&gt;Arrange team meeting</td>
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<tr>
<td>Mar 30</td>
<td>Integrated Services Marketing Communications</td>
<td>Chapter 14</td>
<td>Read Ch. 14</td>
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<tr>
<td>Apr 6</td>
<td>Pricing of Services&lt;br&gt;The Financial and Economic Impact of Service</td>
<td>Chapter 15&lt;br&gt;Chapter 16</td>
<td>Read Chs. 15, 16</td>
</tr>
<tr>
<td>Apr 13</td>
<td>Online Exam 3 on Chs. 12-16; you’ll need a good connection/Respondus lockdown browser</td>
<td></td>
<td>Study the chapters&lt;br&gt;Arrange team meeting</td>
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<tr>
<td>Apr 20</td>
<td>In-class project work session</td>
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<tr>
<td>Apr 27</td>
<td>Project presentations</td>
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<td>Be prepared</td>
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I will also present information on customer service topics during most lectures. This material will not be on the PowerPoint slides or in the book, and you will be tested over key points I cover related to this information. So be sure to get the notes on this from a classmate, should you have to miss.