



**SERVICE MARKETING
COMM 342
Fall 2016**

INSTRUCTOR: Jane Wei Liang

E-MAIL: liangwei88@gmail.com (Please ensure you put COMM342 in the subject line)

OFFICE LOCATION: n/a

OFFICE HOURS: n/a

TELEPHONE NUMBER: (778) 983-2200

CLASS TIME: Mon. 2:30pm - 5:20 pm

CLASS LOCATION: 10-4510

WEBSITE:

Information regarding School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

COURSE DESCRIPTION

This course outlines the marketing of services, including the challenges and opportunities inherent in that process.

- The primary theme of the course is that service providers (eg. Businesses such as banks, hotels, transportation companies; non-profit organization such as hospitals, educational institutions, government agents, etc.) require a distinctive approach to marketing strategy, both in its development and execution. This course will build on marketing concepts from other courses to make them specifically applicable in service industry settings.
- A second them of the course focuses on the role of service in manufacturing businesses. The course will suggest ways that firms in the manufactured goods sector might use “service” as a primary source of competitive advantage.

COURSE OBJECTIVES

- To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges.
- To develop an understanding of the “state of the art” service management thinking.
- To promote a customer service-oriented mindset.

COURSE FORMAT

This course will consist of a combination of lectures, practical examples, cases, class discussions, and team assignments. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides and reading materials designed to supplement class lectures will be posted on the Blackboard prior to the scheduled discussion of the topic.

REQUIRED TEXTS & RESOURCES

- **Text:** Wirtz, Chew, Lovelock (2012). “*Essentials of Services Marketing (2nd ed.)*”. Singapore: Pearson.

COURSE ASSIGNMENTS, EXAMS AND GRADE WEIGHTING

| Components | Grade Weight |
|-----------------------|--------------|
| Participation | 5% |
| Individual Assignment | 15% |
| Two Team Projects | 20% each |
| Midterm Exam | 20% |
| Final Exam | 20% |
| Total | 100% |

Participation:

The participation mark is made up of two parts which includes attendance (four random attendance checks) and active participation in class discussions.

Individual Assignment – The Flower of Service:

For this individual assignment, you are expected to select one high-contact and one low-contact service. Using the Flower of Service framework presented in Chapter 4, Define the core product and then identify and category all the supplementary elements for each of the two services. Describe the results of your analysis.

A typed, maximum five-page paper (12 pt. easy-to-read font, double spaced) written report will be due on final exam day.

Two Team Projects:

Please see the Student's Booklet regarding the detailed instructions.

Midterm and Final Exams:

Both the midterm and final exams will take the form of a combination of true/false questions, multiple choice questions, and short answer questions. The exams will cover both assigned readings & lecture materials based on content from chapters covered up until the exam date.

GRADING SYSTEM

Please see the calendar regarding the details.

| | | | |
|---------------------|--------------|--------------|-----------------------------|
| <u>Excellent</u> | A+ = 90-100 | A = 85-89.9 | A- = 80-84.9 |
| <u>Good</u> | B+ = 77-79.9 | B = 73-76.9 | B- = 70-72.9 |
| <u>Satisfactory</u> | C+ = 67-69.9 | C = 63-66.9 | |
| <u>Marginal</u> | C- = 60-62.9 | D+ = 57-59.9 | D = 53-56.9 D- = 50-52.9 |
| <u>Failure</u> | F = 0-49.9 | | |

CONDUCT IN EXAMS, MISSING EXAMS/PLAGIARISM AND ACADEMIC MISCONDUCT

Please see the calendar regarding the details.

ACCESS RESOURCE CENTRE

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with me to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel 250-960-5682 or via email arc@unbc.ca. For more information, please visit their website www.unbc.ca/arc.

ACADEMIC ADVISING

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

ETHICAL STANDARDS

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules

ACCESS SUCCESS CENTRE

For tutoring online or in person; download handouts on writing, math, and referencing; receive study assistance; and much more, please see the Learning Skills Centre. The Learning Skills Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

For more information, please contact the Academic Success Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca. Their website is www.unbc.ca/asc.

COMM342 – TENTATIVE TIMETABLE

| week | Date | Topic | Pre-reading | Remarks |
|------|-------------------------------------------------|---------------------------------------------------------------------------|-------------|---------|
| 1 | Sep 12 | Course Intro & Ch 1 | Ch 1 | |
| 2 | Sep 19 | Consumer Behavior in a Service Context | Ch 2 | |
| 3 | Sep 26 | Developing Service Products Setting Service Products' Prices | Ch 4&6 | |
| 4 | Oct 3 | Promoting & Distributing Services | Ch 5&7 | |
| 5 | <i>Oct 10</i> | <i>Thanksgiving</i> | | |
| 6 | <i>Oct 17</i> | <i>Midterm Exam (Ch 1-7)</i> | | |
| 7 | Oct 24 | Designing & Managing Service Processes | Ch 8 | |
| 8 | Oct 31 | 1st Team Project Presentation | | |
| 9 | Nov 7 | 1st Team Project Presentation | | |
| 10 | Nov 14 | Crafting the Service Environment Managing People for Service Advantage | Ch 10&11 | |
| 11 | Nov 21 | Customer Relation Management Handling Complaint and Service Recovery | Ch 12&13 | |
| 12 | Nov 28 | 2nd Team Project Presentation | | |
| 13 | Final exam: TBA, all written reports due | | | |