



SOM491I – SERVICES MARKETING FALL 2007

INSTRUCTOR: Cory T. Cromer
CONTACT INFO: cromer@som.umass.edu *email is the best way to contact me
TIME/DAYS: 1:00PM – 2:15PM Tuesdays / Thursdays
CLASS ROOM: SOM 118
OFFICE HOURS: Tuesdays 3PM – 5PM or by appointment
OFFICE: SOM 324: emergency contact phone # 617-596-7114
REQUIRED TEXT: Christopher Lovelock and Jochen Wirtz (5th edition). *Services Marketing*
Upper Saddle River, NJ: Prentice Hall. [ISBN: 0-13-113865-0]
TO BE ANNOUNCED DO NOT BUY

Academic Honesty: Refer to the University’s policy on Academic Honesty. If you are unsure whether you should be working with classmates, ASK before you do. Any instance of academic dishonesty may result in a failing grade for the course.

Learning Needs: Appropriate accommodations will be made for students who provide relevant documentation from Learning Disabilities Support Services.

Make-ups: Refer to the University’s policy on make-ups. Students must have a valid reason for making up an exam / assignment. Students must provide written documentation at least 24 hours in advance for religious or athletic obligations. An unexcused absence from an exam will constitute an “F” for that exam. Makeup exams will be given only under very limited circumstances with *prior approval* from the instructor and must be completed as soon as possible.

COURSE DESCRIPTION

We no longer live in industrial North America; we now live in a services-based economy where organizations “perform” rather than “produce.” In fact, the fastest growing segment of the North American economy has not been the production of tangible goods but the creation and performance of services. Over seventy cents of every consumer

dollar is spent on services, and 7 out of 10 American workers are employed by services-based businesses. The shift toward the services economy requires a parallel transformation in the way organizations are conceptualized, structured, managed, and marketed. Yet, most marketing texts and courses devote little attention to services. This course is designed to introduce you to the concept of services marketing. You will be exposed to the unique aspects of services that necessitate special adaptation of the marketing management process. In many ways, services marketing is much different from “goods marketing” and we will examine how services firms develop marketing and management strategies beyond those currently used by goods marketers. The course will involve seminar-based discussions, experiential exercises, case preparation and presentations, and an applied paper (and presentation) on a services marketing topic.

READINGS

The textbook will be the main source of our readings and an excellent tool for reference. Readings that are not in the text will be handed out in class or emailed as the need arises. You are expected to read all assigned readings before coming to class. The text and case materials are very important for your participation grade. I also will assume that any readings assigned will have been read.

I should also mention that you are *strongly* encouraged to stay aware of current events around the world as they affect the field. Reading newspapers (e.g. *New York Times*, *Wall Street Journal*), reading magazines (*Business Week*, *Economist*, *Forbes*), and watching television (e.g. a half an hour of nightly world news, *BBC News*, and even the *Stephen Colbert* and *Daily Show*) will help you (1) to become conscious of current states of the world, (2) to provide you additional information in order to form your own insight to these situations, and (3) to become a better game player for *Quiz Night* at your local pub.

CASE STUDIES

Case studies will be a major portion of our class sessions. Cases to be used in class will be selected from the textbook as well as other sources. Cases will be chosen to represent different situations that firms encounter. In some cases, they will involve the use of quantitative analytical methods of evaluation. *Students should be able to demonstrate their knowledge of the concepts discussed in the text and class through their discussion of the case study.* Moreover, students will be asked to present his/her views of a given managerial situation during class time, which will impact your participation grade.

GRADING

Flow Chart/Blueprinting Exercise -- 10%

Document an extended service experience with a service provider in flowchart form. Gain insights into how a service experience is made up of many different encounters and incidents reflecting delivery of both core and supplementary service elements. Identify where and when activities occur in the service creation and delivery sequence, documenting points that contribute to an overall perception of service.

Assignment: Flowchart a service experience. Chart the actions that you take (as a consumer), and demonstrate who/what you interact with during the process. Demonstrate your

understanding of the backstage and frontstage elements of both the service creation and service delivery processes.
Prepare and submit the flowchart.

Mystery Shopper Experience—10%

People will be a mystery shopper to a local business with a service emphasis. Write-up guidelines of this assignment will be shown in the course packet.

Complaint/Compliment Letter to Company—10%

Either a complaint or compliment letter will be written to a company that you have had a service experience with. Write-up guidelines of this assignment will be shown in course packet.

Final (Case Study) -- 10%

The final will be a take home (yey!) It will be an in-depth case study that synthesizes the course. Students must complete the final by themselves, with no help or assistance from any other student or faculty.

Group Project -- 40%

You need to pick a topic in services marketing. Topics need to be in by end of September. WILL DISCUSS IN FIRST TWO CLASSES WITH HANDOUT

Class Participation -- 20%


As far as class participation goes: it's easy! You show up *and* talk about the material (that's right both!), then you get an A for participation. Attendance will be taken. Miss class or don't do the readings, you will get less.

Tentative Weighting	
	<u>Weight</u>
Group Project	40%
Blueprint Exercise	10%
Complaint Letter	10%
Class Participation	20%
Mystery Shopper	10%
Final Case	10%
Total	100%

Target Grading Curve	
A	94-100%
A-	90-93%
B+	86-89%
B	83-85%
B-	80-82%
C+	77-79%
C	74-76%
C-	70-73%
D+	65-69%
D	60-64%
F	Below 60

***TENTATIVE* COURSE SCHEDULE**

			Topic	Homework for the next class
Tues	September	4	Introductions, policies, expectations	Come up with one project idea to discuss for group projects
Thurs	September	6	Chapter 1& 6 in TEXT	Prepare to discuss case in the next class.
Tues	September	11	Discuss Case, go over Mystery Shopper Assignment	Read Chapter 3 in TEXT
Thurs	September	13	Hand in Mystery Shopper Chapter 3 in TEXT	Choose Final Teams and Services
Tues	September	18	The Marketing Plan Exercise	Read Chapter 4 & 5 in TEXT
Thurs	September	20	Blueprinting	Determine and hand in team topics for Marketing Plan. Prepare to discuss case in the next class → <><>
Tues	September	25	Discuss Case → <><>	Read Chapter 2 & 10 in TEXT
Thurs	September	27	Chapter 2 & 10 Review	Prepare Blueprint Exercise
Tues	October	2	Hand in Blueprints	Read Chapter 7 in TEXT
Thurs	October	4	Chapter 7 in TEXT	Prepare to discuss case in the next class → <><>
Tues	October	9	Discuss Case → <><>	Read Chapter 8 in TEXT
Thurs	October	11	Chapter 8 in Text HAND IN COMPLAINT LETTER	Prepare to discuss case in the next class → <><>
Tues	October	16	Discuss Case → <><>	Read Chapter 9 in TEXT
Thurs	October	18	Chapter 9 in TEXT	Prepare to discuss case in the next class → <><>

Tues	October	23	Discuss Case → <><>	Prepare Presentations
Thurs	October	25	Presentations 1st Half of Mark. Plan	Prepare Presentations
Tues	October	30	Presentations 1st Half of Mark. Plan	Read Chapter 10 in TEXT
Thurs	November	1	Chapter 10 in TEXT	Prepare to discuss case in the next class → <><>
Tues	November	6	Discuss Case → <><>	Read Chapter 11 in TEXT
Thurs	November	8	Chapter 11 in TEXT	Prepare to discuss case in the next class → <><>
Tues	November	13	Team Building	Read Chapter 12 in TEXT
Thurs	November	15	Chapter 12 in TEXT	Prepare to discuss case in the next class → <><>
Tues	November	20	Financing your new Service Venture	Take a nap; don't bet the point spread for Green Bay
Thurs	November	26	No Class; Thanksgiving	Read Chapter 13 & 14 in TEXT
Tues	November	29	Chapter 13 & 14 in TEXT	Prepare Final Presentations
Thurs	December	4	<u>Final Marketing Plan Presentations</u>	Work on Final Paper
Tues	December	6	<u>Marketing Plan Presentations</u>	
Thurs	December	11	Final case & instructions will be distributed in class.	Work on Final Case
Tues	December	13	 Individual Meetings	Finish Final Case Study