SERVICES MARKETING & QUALITY
MKT 2500

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Fall 00

Note: This course is not designed for transfer credit.

Catalog Course Description:

This course will address services marketing, focusing on quality issues, service design and delivery, customer interaction systems, complaint handling and service recovery, customer relationship and loyalty management and operations considerations.

Entry Level Standards:

The student should be able to read and write at the college level.

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Why Study Services?</td>
</tr>
<tr>
<td>2</td>
<td>Understanding Service Processes</td>
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<tr>
<td>3</td>
<td>Customer Contact with Service Organizations</td>
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<td>4</td>
<td>Service from the Customer's Viewpoint</td>
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<td>5</td>
<td>Productivity and Quality: Two Sides of the Same Coin</td>
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<td>6</td>
<td>Managing Relationships and Building Customer Loyalty</td>
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<td>7</td>
<td>Complaint Handling and Service Recovery</td>
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<tr>
<td>8</td>
<td>Service Positioning and Design</td>
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<td>9</td>
<td>Adding Value with Supplementary Product Elements</td>
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<tr>
<td>10</td>
<td>Designing Service Delivery Systems</td>
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II. Course Objectives*:
A. Understand services in the 21st century business environment. I, II
B. Understand and apply the principles of marketing services. I, II, VII
C. Describe and evaluate the relationship between customer and service environments. I, II, VII
D. Evaluate service quality and formulate appropriate strategies and systems. I, II, III, VII

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Work in teams to analyze service environments in the marketplace and/or case study situations and impart their analysis using class presentation, class discussion, role playing, and/or visual aids (transparencies, PowerPoint), etc. Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

2. Conduct observations at local businesses and analyze service delivery. Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy

3. Develop improvement goals for service processes and prepare a written report and class presentation. Communication Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategy

4. Use a work ethic as would be expected in the workplace, such as listening constructively, punctuality, reliability, cooperation, and professionalism. Personal Development Outcome, Transitional Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Define a service and describe the contemporary service sector. A
2. Identify the characteristics that make services different from goods and explain how to apply marketing strategy to services. B

3. Understand useful ways to classify differences between various types of services. D

4. Understand how market segmentation is applied to services. B

5. Describe the relationship and interaction between customers and service organizations. A,C

6. Identify customer expectations and measure and evaluate customer satisfaction and loyalty. B,C,D

7. Calculate the value of a loyal customer to an organization. C

8. Determine how to create and maintain customer relationships. B,C,D

9. Illustrate how technology offers new opportunities to provide value-added services, including e-services and knowledge technologies. A,D

10. Explain the value of and formulate complaint management strategies and systems. C,D

11. Design effective service recovery systems. C,D

12. Explain the role of technology in enhancing the speed, convenience, and productivity of service delivery systems. A

13. Describe and analyze service processes. D

14. Design service delivery systems. B,D

15. Describe the role of employees in the service environment and formulate appropriate strategies. C,D

16. Apply the concepts of customer service management to current and future careers. C,D

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

   A minimum of two exams is recommended.

B. Laboratory Expectations:

   N/A

C. Field Work:

   Evaluation of service business environments.

D. Other Evaluation Methods:

   Team and individual cases and projects.

E. Grading Scale:
<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
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<tr>
<td>82 - 88</td>
<td>B</td>
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<tr>
<td>79 - 81</td>
<td>C+</td>
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<tr>
<td>72 - 78</td>
<td>C</td>
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<tr>
<td>65 - 71</td>
<td>D</td>
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<tr>
<td>Below 65</td>
<td>F</td>
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**VI. Policies:**

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.