SERVICES MARKETING
MKT 2500

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Revised: Spring 09

Note: This course is not designed for transfer credit.

Catalog Course Description:
This course is about services marketing, focusing on marketing strategy specifically for services, service quality and productivity, service environments and processes, and employee management. The course will also cover customer relationships and loyalty and service recovery in service businesses.

Entry Level Standards:
The student must be able to read and write at the college level.

Prerequisites:
None

Textbook(s) and Other Course Materials:

I. Week/Unit/Topic Basis:

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II. Course Objectives*:

A. Describe services in the 21st century business environment. (I, II, VI, VII)

B. Explain the principles of marketing services. (I, VII)

C. Develop a marketing strategy for services. (I, III, IV, V, VI)

D. Explain service processes, environment, quality, and productivity and develop appropriate solutions to problems. (I, II, III, IV, VI)

E. Recognize the importance of employees to the success of services. (I, II, VI)

F. Learn how to create and maintain customer relationships and loyalty. (I, II, III, VI)

*Roman numerals after course objectives reference goals of the Marketing program.

III. Instructional Processes*:

Students will:

1. Work in teams to analyze service environments in the marketplace and/or case study situations and report the analysis using class presentation, class discussion, and role playing. (Communication Outcome, Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy)

2. Conduct observations at a local business and evaluate service delivery. (Transitional Strategy, Active Learning Strategy)

3. Develop and report improvement goals for service processes. (Communication Outcome, Technological Literacy Outcome, Active Learning Strategy)

4. Practice elements of an appropriate work ethic, such as punctuality, reliability, cooperation, and respect. (Communication Outcome, Active Learning Strategy)

*Strategies and outcomes listed after instructional processes reference TBR’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 environment.
2. Identify the characteristics that make services different from goods and explain how to apply marketing strategy to services.

3. Develop a service concept.

4. Understand the distribution of services.

5. Develop pricing strategies.

6. Design a promotion plan for a service.

7. Identify the competitive environment of a service.

8. Describe and analyze service processes.

9. Examine the balance between demand and supply.

10. Describe and design service environments.

11. Understand the management of employees in a service.

12. Determine how to create and maintain customer relationships and loyalty.

13. Design effective service recovery systems.


V. Evaluation:

A. Testing Procedures:

A minimum of two exams is recommended.

B. Laboratory Expectations:

None

C. Field Work:

Evaluation of service business environments.

D. Other Evaluation Methods:

Team and individual cases and projects and/or quizzes.

E. Grading Scale:

92 - 100 A
89 - 91 B+
82 - 88 B
79 - 81 C+
72 - 78 C
65 - 71 D
Below 65 F

VI. Policies:
A. 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.]

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

Computer Usage Guidelines:
College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner.