Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Revised: Spring 2011

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:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>New Perspectives on Marketing in the Service Economy</td>
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<td>2</td>
<td>Customer Behavior in a Services Context</td>
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<td>3</td>
<td>Positioning Services in Competitive Markets</td>
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<td>4</td>
<td>Developing Service Products: Core and Supplementary Elements</td>
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<td>5</td>
<td>Distributing Services Through Physical and Electronic Channels</td>
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<td>6</td>
<td>Setting Prices and Implementing Revenue Management</td>
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<tr>
<td>7</td>
<td>Promoting Services and Educating Customers</td>
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<tr>
<td>8</td>
<td>Designing and Managing Service Processes</td>
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<tr>
<td>9</td>
<td>Balancing Demand and Productive Capacity</td>
</tr>
<tr>
<td>10</td>
<td>Crafting the Service Environment</td>
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</tbody>
</table>
II. Course Goals*

The course will:

A. Expand students’ knowledge of services in the 21st century business environment. (I, II, VI, VII)
B. Provide students with an understanding of the principles of marketing services. (I, VI, VII)
C. Explain the seven Ps of service marketing. (I, II, III, IV, VI)
D. Teach students how to create and maintain customer relationships and loyalty. (I, II, III, VI)
E. Demonstrate how to develop a marketing strategy for a service. (I, III, IV, V, VI)

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

III. Expected Student Learning Outcome*

The student will be able to:

1. Define a service and describe the contemporary service environment. (A)
2. Identify the characteristics that make services different from goods and apply them to marketing strategy. (B, E)
3. Identify and explain the seven Ps of services marketing. (C)
4. Describe customer behavior in a service context. (B)
5. Analyze the competitive environment of a service. (B)
6. Develop a service product, including core and supplementary elements. (B, C)
7. Explain the distribution of services. (B, C)
8. Develop pricing strategies. (B, C)
9. Design a promotion and education plan for a service. (B, C)
10. Design and manage service processes. (B, C)
11. Analyze the balance between demand and supply. (B, C)
12. Design service environments. (B, C)
13. Describe best practices for the management of employees in a service. (B, C)
14. Describe how to create and maintain customer relationships and loyalty. (D)
15. Design effective service recovery systems. (D)
16. Develop a service marketing strategy. (B, C, E)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 33%
   
   A minimum of two exams is recommended.

B. Laboratory Expectations:
   
   None

C. Field Work:
   
   Evaluation of service business environments.

D. Other Evaluation Methods: 67%
   
   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

V. Policies:

A. Attendance Policy:
   
   Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

B. Academic Dishonesty:
   
   Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
   • Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

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 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. 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.