

COURSE SYLLABUS



COURSE TITLE: Mark 385
CLASS SECTION: 001
TERM: Summer 2024
COURSE CREDITS: 3
DELIVERY METHOD(S): Tuesdays, 6:00 – 8:50 PM, CBA 282

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and W̱SÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.
Learn more about Camosun's [Territorial Acknowledgement](#).

Camosun College requires mandatory attendance for the first in-class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Cammie Jaquays
EMAIL: JaquaysC@camosun.ca
OFFICE: CBA 257
HOURS: Tuesday before class or by appointment, simply email me.

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

MARK 385 CALENDAR DESCRIPTION

The service sector is expanding, thus understanding the marketing of services is increasingly important. This course will focus on the unique nature of service provision in a range of sectors and will provide an overview of the principle and strategies required to effectively meet the consumer's or client's expectations.

PREREQUISITE(S): One of:

- C in MARK 110
- C in MARK 220
- C in SPEX 160
- Bachelor's degree from a recognized post-secondary institution

Note: It is recommended that students complete the second year of their program prior to enrolling in MARK 385.

CO-REQUISITE(S): None

EXCLUSION(S): None

COURSE LEARNING OUTCOMES / OBJECTIVES

After completion of MARK 385, successful students will be able to:

- Demonstrate how customer relationship management (CRM), including retention strategies and service recovery strategies creates an environment that achieves excellence in customer service.
- Relate course concepts to individual performance to become better customer service representatives in the service environment.
- Demonstrate understanding of service blueprinting, the integration of new technologies and other key issues facing today's customer service providers and service managers.
- Apply key elements of price in balancing service demand and capacity.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Text: Hoffman, D.K. and Bateson, J.E.G. (2017). Services Marketing, Concepts, Strategies & Cases, 5th Edition. Cengage Learning, Nelson Canada.

Course Casepack: Ivey Publishing per link provided by instructor.

Readings: As assigned by instructor and posted on D2L.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK	ACTIVITY OR TOPIC		ASSIGNMENTS / ACTIVITIES
Week 1 May 7	C1: An Introduction to Services	C1	
Week 2 May 14	C2: Fundamental Differences Between Goods and Services C3: Environmental, Social, and Governance (ESG) and Ethical Issues in Services Marketing	C2 C3	Due Tues, May 14 @ 5.59PM <ul style="list-style-type: none"> Activity #1 – Service Experience
Week 3 May 21	C4: Consumer Behavior in Services Marketing	C4	Due Tues, May 21 @ 5.59PM <ul style="list-style-type: none"> Quiz #1 – C1, C2, and C3
Week 4 May 28	C5: The Service Delivery Process	C5	Due Tues, May 28 @ 5.59PM <ul style="list-style-type: none"> Quiz #2 - C4 Activity #2 – Consumer Behaviour
Week 5 Jun 4	C6: The Pricing of Services	C6	Due Tues, Jun 4 @ 5.59PM <ul style="list-style-type: none"> Quiz #3 - C5
Week 6 Jun 11	C7: Developing the Service Communication Strategy	C7	Due Tues, Jun 11 @ 5.59PM <ul style="list-style-type: none"> Quiz #4 - C6 Activity #3 – Service Blueprint
Week 7 Jun 18	C8: Managing the Firm’s Physical Evidence	C8	Due Tues, Jun 18 @ 5.59PM <ul style="list-style-type: none"> Quiz #5 - C7
Week 8 Jun 25	C9: People as Strategy: Managing Service Employees	C9	Due Tues, Jun 25 @ 5.59PM <ul style="list-style-type: none"> Quiz #6 - C8 Case #1 - TBD
Week 9 Jul 2	C10: People as Strategy: Managing Service Customers	C10	Due Tues, Jul 2 @ 5.59PM <ul style="list-style-type: none"> Quiz #7 - C9
Week 10 Jul 9	C11: Defining and Measuring Customer Satisfaction	C11	Due Tues, Jul 9 @ 5.59PM <ul style="list-style-type: none"> Quiz #8 - C10 Activity #4 - Communications
Week 11 Jul 16	C12: Defining and Measuring Service Quality	C12	Due Tues, Jul 16 @ 5.59PM <ul style="list-style-type: none"> Quiz #9 - C11
Week 12 Jul 23	C13: The Art of Service Failure and Recovery Management	C13	Due Tues, Jul 23 @ 5.59PM <ul style="list-style-type: none"> Activity #5 - ServQual
Week 13 July 30	C14: Customer Loyalty and Retention	C14 C15	Due Tues, Jul 30 @ 5.59PM <ul style="list-style-type: none"> Quiz #10 – C12 and C13
Week 14 Aug 6	C15: Pulling the Pieces Together		Due Tues, Aug 6 @ 5.59PM <ul style="list-style-type: none"> Quiz #11 - C14 and C15 Case #2 - TBD
Exam Period Aug 12-16	<i>To Be Determined. The Final Exam will be scheduled in this period at a set time and date during the exam period. Do not make travel or other arrangements that may conflict with exams.</i>		

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the CAL exams page: <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Individual Assignments	
<ul style="list-style-type: none"> Weekly Chapter Quizzes (15% - Best 10 of 11 quiz scores) 	15%
<ul style="list-style-type: none"> In class Activities and Discussions (5) 	35%
<ul style="list-style-type: none"> Final Exam 	20%
Team Assignments	
<ul style="list-style-type: none"> Case Studies (2 x 15%) 	30%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

SCHOOL OR DEPARTMENTAL INFORMATION

Assignment formatting. The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly. For more information, please see the new [Camosun Final Exam Reschedule and Repeat Policy](#).

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841.

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.