

COURSE SYLLABUS



COURSE TITLE: MARK 385 – Services Marketing

CLASS SECTION: 001

TERM: WINTER 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): Friday (Fisher, 262) 11:30 AM - 2:20 PM

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Lauren Hogarth

EMAIL: HogarthL@Camosun.ca

OFFICE: Landsdowne Campus: Ewing 306 | Interurban Campus: CBA 228

HOURS: Interurban Campus: Thurs 11:00 AM – 12:00 PM or by appointment

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 principles 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
- A Bachelor's degree from a recognized post-secondary institution

It is recommended that students complete the 2nd 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

Text: Hoffman, D.K. and Bateson, J.E.G. (2017). Services Marketing, Concepts, Strategies & Cases, 5th Edition. Cengage Learning, Nelson Canada. E-Text \$76.95 → [Purchase from Bookstore HERE](#). (Print Copy is \$208.95).

Course Case Study pack: Ivey Publishing per link provided by instructor (approx. \$20)

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

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 385 requires mandatory attendance for the first class meeting of the 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 for Students” [Registration Policies for Students | Camosun College](#)

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

DATE	DETAILS	READ	DUE DATES 11:59pm deadline on dropboxes & quizzes
Week 1 Jan. 10	Course Overview & Intro to Services Marketing	Ch 1	*Mandatory First Class Attendance Required* <i>Please see policy above for more details.</i>
Week 2 Jan. 17	Fundamental Differences Services vs. Goods & ESG/Ethical Issues in Service Marketing Activity #1 Assigned	Ch 2 Ch 3	Case: Group member preferences due Jan 17
Week 3 Jan. 24	Services Consumer Behaviour Activity #2 Assigned	Ch 4	Quiz Ch 1, 2 & 3 due Jan 23 Activity #1 due Jan 23
Week 4 Jan. 31	The Service Delivery Process Case #1 Assigned	Ch 5	Quiz Ch 4 due Jan 30 Activity #2 due Jan 30 Case #1 Team Charter due in-class
Week 5 Feb. 7	The Pricing of Services	Ch 6	Quiz Ch 5 due Feb 6
Week 6 Feb. 14	Developing the Service Communication Strategy Activity #3 Assigned	Ch 7	Quiz Ch 6 due Feb 13 Case #1 Analysis due Feb 13
Week 7 Feb. 17-21	College Closed – NO CLASSES Family Day (Feb 17) Reading Break (Feb 18-21)		
Week 8 Feb. 28	Managing the Firm’s Physical Evidence	Ch 8	Quiz Ch 7 due Feb 27 Activity #3 due Feb 27
Week 9 Mar. 7	People as Strategy: Managing Service Employees & Managing Service Consumers Case #2 Assigned	Ch 9 Ch 10	Quiz Ch 8 due Mar 6 Case #2 Team Check-in due in-class
Week 10 Mar. 14	Defining & Measuring Customer Satisfaction	Ch 11	Quiz Ch 9 & 10 due Mar 13
Week 11 Mar. 21	Defining & Measuring Service Quality	Ch 12	Quiz Ch 11 due Mar 20
Week 12 Mar. 28	Case #2 Presentations		Quiz Ch 12 due Mar 27 Case #2 Analysis due Mar 28 Case #2 Presentations due in-class Mar 28
Week 13 Apr. 4	Complaint & Service Recovery Management Activity #5 Assigned	Ch 13	Activity #4 completed in-class Apr 4
Week 14 Apr. 11	Customer Loyalty & Retention Final Exam Review	Ch 14	Quiz Ch 13 due Apr 10 Activity #5 due Apr 10
EXAM PERIOD APRIL 14-25	The Final Exam is held at a set time/date and must be completed in-person. Do not make travel or other arrangements that may conflict with exams.		

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](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

Assessment	% of Final Grade	Total = 100
Exams/Quizzes		30
Chapter Quizzes (10 total, worth 1% each)	10	
Final Exam	20	
Group Assignments		45
Case #1 (18%) <ul style="list-style-type: none">Team CharterAnalysis	3 15	
Case #2 (27%) <ul style="list-style-type: none">Team Check-inAnalysisPresentation	2 15 10	
Individual Assignments		25
Activities/Discussions/Reflections (5 @ 5% each) <i>Note: Some activities may involve group work but will be individually marked.</i>	25	

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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Use of Generative Artificial Intelligence (GENAI) Tools:

This is specifically about GenAI tools (e.g., ChatGPT, Bing Chat, etc.) but applies to using any artificial intelligence technology in this class. GenAI tools are available to students in this course.

The purpose of this section is to outline the guidelines for using GenAI tools in this course and to specify the restrictions on its use.

- Students may choose to use GenAI tools to assist with understanding course concepts, summarizing lectures, or writing assistance, but the final product must be their own original work. It is essential that students recognize the importance of generating their ideas and thoughts to enhance their critical thinking, problem-solving, and decision-making skills. Therefore, the use of GenAI tools should be seen as a supportive tool, rather than a replacement for students' ideas and efforts.
- Students are responsible for understanding the limitations and potential biases of GenAI tools and for critically evaluating their output.
- Students are responsible for any output produced, and are ultimately accountable for the work they submit.
- Students must document and be transparent about their use of GenAI tools. The documentation should accompany each assignment and include what tool(s) were used, how they were used, and

how the results were incorporated into the submitted work. Any content produced with the support of a GenAI tool must be cited appropriately, following APA format.

- Students are not permitted to use GenAI tools to complete quizzes or exams. Any use of GenAI tools for such purposes will be considered academic dishonesty and will result in appropriate action being taken, in line with the College's academic integrity policies.

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/apa7>.

- 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 or final exam.

- When submitting an assignment - save your file as a pdf, then upload it to D2L.. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates results in a zero grade.

Exceptions to the Late Policy will be made only for medical reasons or extenuating circumstances that must be submitted and accepted by instructor in advance of a due date.

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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 <https://camosun.ca/sites/default/files/2021-05/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

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

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 <https://camosun.ca/sites/default/files/2021-05/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.