

COURSE SYLLABUS



COURSE TITLE: **Services Marketing**

CLASS SECTION: 01

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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 explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.bc.ca

OFFICE: CBA 231-C

HOURS: Fridays, from 2:30 – 3:20 pm

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.

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 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

Upon successful completion of MARK 385, 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 AND RECOMMENDED PREPARATION / INFORMATION

- a) Hoffman, D.K. and Bateson, J.E. (2017). *Services Marketing, Concepts, Strategies and Cases*. (5th ed.). Cengage Learning.
(Optional MindTap resource available with new textbook purchase. MindTap student registration URL: <https://login.nelsonbrain.com/course/MTPP9Z3QC9MJ> and course key: MTPP-9Z3Q-C9MJ)
- b) Readings as assigned by the instructor.

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

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

Unless otherwise noted, all assignments are due at 11:59 pm (Victoria, BC time)

WEEK	TOPIC	READINGS	ASSIGNMENTS
Week One Jan. 10 - 16	Introduction to Services	Chapter 1	Review course outline Purchase textbook Register MindTap resource (optional)
Week Two Jan. 17 - 23	Service Economy Differences between Goods and Services	Chapters 2 & 3	Assignment One due on Discussion Board Wed., Jan. 19 (first post) / two responses due Sat., Jan. 22
Week Three Jan. 24 - 30	Consumer Behaviour and Services	Chapter 4	Assignment Two due to the Assignments area of D2L by Sat., Jan 29 Quiz One (Ch. 1, 2 & 3) due Sun., Jan. 30

WEEK	TOPIC	READINGS	ASSIGNMENTS
Week Four Jan. 31 – Feb. 6	Service Delivery Process	Chapter 5	Form Service Marketing Project teams (in class) Service Blog One due on Discussion Board Sat., Feb. 5
Week Five Feb. 7 - 13	Defining and Measuring Customer Satisfaction / Service Gaps	Chapter 11	Team Project Charter, including proposed organization, due Fri., Feb. 11 in class Service Blog One Response due on Discussion Board Sat., Feb. 12
Week Six Feb. 14 - 20	Managing Physical Evidence in Services	Chapter 8	Quiz Two (Ch. 4, 5 & 11) due on Sun., Feb. 20
Week Seven Feb. 21 - 27	Reading Break (no classes)		
Week Eight Feb. 28 – Mar. 6	Pricing and Services	Chapter 6	Services Marketing Project (Part One) due Sun., Mar. 6
Week Nine Mar. 7 - 13	Managing Service Employees Managing Service Customers	Chapters 9 & 10	Assignment Three due to the Assignments area of D2L on Sat., Mar. 12 Quiz Three (Ch. 6 & 8) due Sun., Mar. 13
Week Ten Mar. 14 - 20	Communication Strategies for Services Based Organizations	Chapter 7	Service Blog Two due on Discussion Board Sat., Mar. 19
Week Eleven Mar. 21 - 27	Defining and Measuring Service Quality	Chapter 12	Service Blog Two Response due on Discussion Board Sat., Mar. 26 Quiz Four: (Ch. 7, 9 & 10) due Sun., Mar. 27
Week Twelve Mar. 28 – Apr. 3	Complaint and Service Recovery Management	Chapter 13	Assignment Four due to the Assignments area of D2L on Sat., Apr. 2 Quiz Five: (Ch. 12 & 13) due Sun., Apr. 3
Week Thirteen Apr. 4 - 10	Customer Loyalty and Retention Building a World Class Service Culture	Chapters 14 & 15	Quiz Six (Ch. 14 & 15) due Sun., Apr. 10
Week Fourteen Apr. 11 - 15	Course wrap up Note: No class on Fri., Apr. 15 (College Closed)		Team Project Report and Individual Contribution form due Wed., Apr. 13 Team Project Self & Peer Evaluation due Thurs., Apr. 14
Final Exam Period	Final Exam Date tba		

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 advance notice is required. Deadlines can be reviewed on the [CAL exams page. http://camosun.ca/services/accessible-learning/exams.html](http://camosun.ca/services/accessible-learning/exams.html)

DESCRIPTION	WEIGHTING
Assignments Two (2) Service Blogs - Total of 15% (Individual) Two (2) Service Blog Responses - Total of 10% (Individual) Four (4) Mini Assignments - Total of 20% (Individual)	45%
Exams (Individual) Chapter Quizzes -10% (Best five out of six quizzes) Final Exam - 10%	20%
Team Project Written Report: 15% (Team) and 15% (Individual) Self and Peer Evaluation (2 at 2.5% each) Individual)	35%
If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the Grade Review and Appeals policy for more information.	TOTAL
http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf	100%

COURSE GUIDELINES & EXPECTATIONS

Late Policy

- You must submit assignments by the due date. A grade of zero is assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm exam, 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 are documented in writing, and the reason accepted by the instructor. Advise your instructor of your situation promptly.

Assignment Formatting

- The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA 7 style will be required. See Camosun College Library Citation Guides retrieved from: <https://camosun.libguides.com/apa7>
- Save your assignment files in Word format only (**not PDF**) and upload your assignments to D2L or as otherwise directed. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards.
- Grammar, spelling, style and APA 7 formatting, citations and referencing will be assessed as part of your assignment grade.
- 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 collaborated work (unless permitted by the course) will be considered in violation of the college’s Academic Integrity policy, viewable here: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf>

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.

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 Integrity

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

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 250-3703841

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.

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.