

# COURSE SYLLABUS



COURSE TITLE: MARK 385

CLASS SECTION: 001

TERM: Fall 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-face

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](#).

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## INSTRUCTOR DETAILS

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NAME: Melissa McLean, MEd, MBA

EMAIL: [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca)

OFFICE: CBA 231-C

HOURS: Thursdays, 2:00 pm – 2:50 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.*

## CALENDAR DESCRIPTION

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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](#)
- Bachelor's degree from a recognized post-secondary institution

Notes: 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

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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 & RECOMMENDED PREPARATION / INFORMATION

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- Text:** Hoffman, D.K. and Bateson, J.E. (2024). *Services Marketing, Concepts, Strategies and Cases*. (6th ed.). Cengage Learning.  
(Optional MindTap resource available with new textbook purchase. MindTap registration information to be provided in class and on the MARK 385 D2L website)
- Case Study Course pack:** Students need to purchase two case studies. The link to these case studies will be provided by the instructor
- Readings** as assigned by the instructor.

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

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

**Please note: Unless otherwise stated, all assignments are due at 11:59 pm**

WEEK	TOPIC	READINGS	DUE DATES AND EXAM DATES
1 Sept. 5 - 10	Overview of Services Marketing	Ch. 1	Review course D2L site Register MindTap resource (optional)
2 Sept. 11 - 17	Fundamental Differences between Goods and Services  Environmental, Social, and Governance, and Ethical Issues in Services Marketing	Ch. 2  Ch. 3	<a href="#">Activity Assignment One First Post</a> due on Discussion Board Tues., Sept. 12 (first post) <a href="#">Activity Assignment One Responses</a> due on Discussion Board Sun., Sept. 17
3 Sept. 18 - 24	Consumer Behaviour and Services Marketing	Ch. 4	<a href="#">D2L Quiz One (Ch. 1, 2 and 3)</a> due Sun., Sept. 24

4 Sept. 25 – Oct. 1	Service Delivery Process	Ch. 5	<a href="#">Activity Assignment Two</a> due Sun., Oct. 1
5 Oct. 2 - 8	Managing Physical Evidence in Services	Ch. 8	<a href="#">Activity Assignment Three</a> due Sun., Oct. 8 (Service blueprinting) <a href="#">D2L Quiz Two (Ch. 4 and 5)</a> due Sun, Oct. 8
6 Oct. 9 – 15	Defining and Measuring Customer Satisfaction	Ch. 11	<a href="#">D2L Quiz Three (Ch. 8)</a> due Sun., Oct. 15 Case Study One due Sun., Oct. 15
7 Oct. 16 – 22	Defining and Measuring Service Quality	Ch. 12	<a href="#">Activity Assignment Four</a> due Sun., Oct. 22 <a href="#">D2L Quiz Four (Ch. 11)</a> due Sun., Oct. 22
8 Oct. 23 - 29	Pricing of Services	Ch. 6	<a href="#">D2L Quiz Five (Ch. 12)</a> due Sun., Oct. 29
9 Oct. 30 – Nov. 5	Developing the Service Communication Strategy	Ch. 7	<a href="#">D2L Quiz Six (Ch. 6)</a> due Sun., Nov. 5
10 Nov. 6 – 12	Managing Service Employees	Ch. 9	<a href="#">Activity Assignment Five</a> due Sun., Nov. 12 <a href="#">D2L Quiz Seven (Ch. 7)</a> due Sun., Nov. 12
11 Nov. 13 - 19	Managing Service Customers	Ch. 10	<a href="#">D2L Quiz Eight (Ch. 9)</a> due Sun., Nov. 19 Case Study Two due Sun., Nov. 19
12 Nov. 20 - 26	Service Failure and Service Recovery Management	Ch. 13	<a href="#">D2L Quiz Nine (Ch. 10)</a> due Sun., Nov. 26
13 Nov. 27 – Dec. 3	Customer Loyalty and Retention	Ch. 14	<a href="#">Activity Assignment Six</a> due Sun., Dec. 3 <a href="#">D2L Quiz Ten (Ch. 13)</a> due Sun., Dec. 3
14 Dec. 4 - 8	Creating a World-Class Service Culture	Ch. 15	<a href="#">D2L Quiz Eleven (Ch. 14 and 15)</a> due Fri., Dec. 8
	Final Exam		Final Exam date tba. (During Fall 2023 Final Exam Period: Mon., Dec. 11 – Tues., Dec. 19*)

\*Do not make travel plans before Wednesday, December 20

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

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DESCRIPTION	WEIGHTING
<b>Individual Assignments</b>	
<ul style="list-style-type: none"> <li>Discussions and Activity Assignments (Six)</li> <li>Chapter Quizzes (15% - Best 10 of 11 quiz scores)</li> <li>Final Exam (20%)</li> </ul>	35% 15% 20%
<b>Partner Assignments</b>	
<ul style="list-style-type: none"> <li>Two case studies (2@ 15% each)</li> </ul>	30%
	<b>TOTAL</b>
	100%

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](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>

## SCHOOL OR DEPARTMENTAL INFORMATION

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### Assignment Formatting

The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- All submitted work must be properly referenced to sources where required by your instructor.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA 7 formatting, citations and referencing will be assessed in your mark.

### Late Submissions

No late submissions will be accepted except with documented medical or family emergencies. It also is the student's responsibility to ensure adequate access and time to upload electronic submissions.

## STUDENT RESPONSIBILITY

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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

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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](http://camosun.ca/services).

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

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

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:

<https://camosun.ca/services/academic-supports/accessible-learning>

### 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. Please visit 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.