

# COURSE SYLLABUS



COURSE TITLE: MARK 385  
CLASS SECTION: 001  
TERM: WINTER 2023  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Face-to-face Friday 8:30 to 11:20

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>.

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*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

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NAME: Susan A. Halsall  
EMAIL: [halsalls@camosun.ca](mailto:halsalls@camosun.ca)  
OFFICE: CBA 235  
HOURS: TBA – online or by appointment  
WEBSITE: <https://online.camosun.ca/d2l/home>

*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 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

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Upon successful completion of this course a student will be able to:

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

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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- a) Text: Hoffman, D.K. and Bateson, J.E. (2017). *Services Marketing: Concepts, strategies and cases*. (5th ed.). Cengage Learning.

Text is available from the Camosun College Bookstore in hard copy or in e-book format.

OPTIONAL MindTap resource (available with new textbook purchase).

- Course Link URL: <https://student.cengage.com/course-link/MTPQX1NZMSB0>
- Course Key: **MTPQ-X1NZ-MSB0**

- b) Cases – Available through a coursepack at <https://hbsp.harvard.edu/import/1016028> (total price of \$US 12.75)

Sondhi, N. & Mehta, C. (2018). *Laundrywala: Scaling up an on-demand laundry startup* (W18729-PDF-ENG). Ivey Publishing.

Ulaga, W., Carmon, Z., & Heely, L. (2020). *Lemonade: Delighting insurance customers with AI and behavioral economics – a disruptive InsurTech business model for outstanding customer experience and cost-effective service excellence* (IN1673-PDF-ENG). INSEAD.

Ross, C.A. (2009). *Chantale and Clinton call for service* (909A05-PDF-ENG). Ivey Publishing

- c) Readings as assigned by the instructor.

## 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.

Note: Assignments and chapter quizzes are due at 11:00 pm, unless otherwise noted.

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 1</b> January 13	Course introduction Chapter 1 – An Introduction to Services (and Experiences)	
<b>Week 2</b> January 20	Chapter 3 – Fundamental differences between Goods and Services (and Experiences) <b>Activity – components of experiences</b>	
<b>Week 3</b> January 27	Chapter 4 – Services Consumer Behavior	
<b>Week 4</b> February 3	Chapter 5 – The Service Delivery Process <b>Activity – Service blueprinting</b>	<b>Laundrywala Case due February 5</b>
<b>Week 5</b> February 10	<b>In-class case discussion – Laundrywala</b> Chapter 6 – The Pricing of Services	
<b>Week 6</b> February 17	Chapter 7 – Developing the Service Communication Strategy <b>Activity – Building a brand community</b>	
<b>Week 7</b> February 24	<b>Family Day Feb. 20 (College closed)</b> <b>Reading Break Feb. 21 to 24</b> <b>Conversations Day Feb. 24 (College closed)</b>	
<b>Week 8</b> March 3	Chapter 8 – Managing the Firm’s Physical Evidence	<b>Lemonade case due March 5</b>
<b>Week 9</b> March 10	<b>In-class case discussion – Lemonade</b> Chapter 9 – People as Strategy: Managing Service Employees	
<b>Week 10</b> March 17	Chapter 10 – People as Strategy: Managing Service Consumers	
<b>Week 11</b> March 24	Chapter 11 – Defining and Measuring Customer Satisfaction Chapter 12 – Defining and Measuring Service Quality <b>Activity – SERVQUAL survey</b>	<b>Chantale and Clinton case due March 26</b>
<b>Week 12</b> March 31	<b>In-class case discussion – Chantale and Clinton</b> Chapter 13 – Complaint and Service Recovery Management	
<b>Week 13</b> April 7	<b>April 7 – Good Friday (College closed)</b>	

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
	<b>No class on this day.</b>	
<b>Week 14</b> April 14	Chapter 14 – Customer Loyalty and Retention Chapter 15 – Pulling the Pieces Together: Creating a World-Class Service Culture <b>April 10 – Easter Monday (College closed)</b>	
<b>Exam Period</b> <b>April 17 to 25</b>	Comprehensive exam on textbook and ancillary material covered in the course. The Exam date and time will be posted on MyCamosun by February 17.	

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 noticed 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>

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
a) Assignments (some in-class requiring attendance for grade), including but not limited to: <ul style="list-style-type: none"> <li>• 4 Realms analysis</li> <li>• Service Blueprinting</li> <li>• SERVQUAL survey instrument</li> <li>• Customer journey analysis</li> <li>• Building a brand community</li> </ul>	20
b) Exams <ul style="list-style-type: none"> <li>• Chapter quizzes (best 10 of 11) – 15%</li> <li>• Final exam – 20%</li> </ul>	35
c) Cases (teams of 2) – case preparation and in-class discussion <ul style="list-style-type: none"> <li>• Laundry Walla (15%)</li> <li>• Chantale and Clinton call for service (15%)</li> <li>• Lemonade: Delighting Insurance Customers with AI and Behavioral Economics (15%)</li> </ul>	45
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please meet with 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

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- Students are responsible for weekly textbook chapter readings, case materials, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.

## SCHOOL OR DEPARTMENTAL INFORMATION

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**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 assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing 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](#)

## 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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>

Support Service	Website
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</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.

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## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### 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>.

### Final Exam Reschedule and Repeat Policy

Please visit <https://camosun.ca/sites/default/files/2022-11/e-1.17.pdf> for further details about final exams.

### 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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.