

COURSE SYLLABUS



COURSE TITLE: MARK 385
CLASS SECTION: 001
TERM: WINTER 2024
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 Ləkʷəŋən 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>.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK385 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](#)

INSTRUCTOR DETAILS

NAME: Susan A. Halsall
EMAIL: halsalls@camosun.ca
OFFICE: CBA 235
HOURS: TBA – online or by appointment. I will generally also be available on Fridays after our class.
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

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

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

- a) Text: Hoffman, D.K. and Bateson, J.E. (2023). *Services Marketing: Concepts, strategies and cases*. (6th 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: **TBA**
- Course Key: **TBA**

- b) Cases – Available through a coursepack at <https://hbsp.harvard.edu/import/1132301> (total price of \$US 19.80)

Brandwein, N. J., Ulaga, W., & Niessing, J. (2019). *WeWork – Service Excellence through business model innovation: Creating outstanding customer experiences by leveraging data, analytics and digital technologies*. (IN1584-PDF-ENG). INSEAD.

Puri, S., Pandey, S, Puri, S., & Puri S. (2023). *Air India: The image damage of “Pee-gate”*. (W33710). Ivey Publishing.

Zerillo, P. & Tan, J. (2019). *Stark Resorts: Taking care of what’s “bugging” your guests*. (SMU-19-0035). Singapore Management University.

Zuccon, A., & Woods, Z. (2018). *The Linda Dor: Building a culture of customer satisfaction*. (W18449). 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.

MARK 385 – Winter 2024

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 January 12	Course introduction Chapter 1 – Introduction to Services (& Experiences) Chapter 1 Worksheet – Servicescapes	Brief Bio & Picture due Jan. 14
Week 2 January 19	Chapter 2 – Fundamental differences between Goods and Services (& Experiences) Chapter 2 Worksheet – Service Characteristics and 4 Realms of an Experience	Quiz 1 (Chs 1 & 2) – ends Jan. 20
Week 3 January 26	Chapter 4 – Services Consumer Behavior Chapter 4 Worksheet – Risks, Buyer Decision Process	Quiz 2 (Ch 4) – ends January 27
Week 4 February 2	Chapter 5 – The Service Delivery Process Chapter 5 Worksheet – Service Blueprinting	Quiz 3 (Ch 5) – ends February 3
Week 5 February 9	Chapter 6 – The Pricing of Services In-class case discussion – WeWork Chapter 6 Worksheet – Pricing Strategies	WeWork Case due February 7 Quiz 4 (Ch 6) – ends February 10
Week 6 February 16	Chapter 7 – Developing the Service Communication Strategy Chapter 7 Worksheet – Service IMC Strategies	Quiz 5 (Ch 7) – ends February 17
Week 7 February 23	Family Day Feb. 19 (College closed) Reading Break Feb. 20 to 23 Conversations Day Feb. 23 (College closed)	
Week 8 March 1	Chapter 8 – Managing the Firm’s Physical Evidence Chapter 8 Worksheet – Components of Physical Design	Quiz 6 (Ch 8) – ends March 2
Week 9 March 8	In-class case discussion – Linda Dor Chapter 9 – People as Strategy: Managing Service Employees	Linda Dor case due March 6 Quiz 7 (Ch 9) – ends March 9
Week 10 March 15	Chapter 10 – People as Strategy: Managing Service Consumers Chapter 10 Worksheet – Customer roles in the service delivery process	Quiz 8 (Ch 10) – ends March 16
Week 11 March 22	Chapter 11 – Defining and Measuring Customer Satisfaction Chapter 12 – Defining and Measuring Service Quality Chapter 11 & 12 Worksheet – Sources of Expectations & SERVQUAL	Quiz 9 (Chs 11 & 12) – ends March 23
Week 12 March 29	March 29 – Good Friday (College closed) No class this week.	
Week 13 April 5	April 1 – Easter Monday (College closed) In-class case discussion – Stark Resorts and Air India	Stark & Air India cases due April 3 Quiz 10 (Ch 13) – ends April 6

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
	Chapter 13 – Complaint and Service Recovery Management Chapter 13 Worksheet – Handling Complaints and Service Recovery	
Week 14 April 12	Chapter 14 – Customer Loyalty and Retention Chapter 15 – Pulling the Pieces Together: Creating a World-Class Service Culture Chapter 14 & 15 Worksheet – Service Culture and Loyalty April 10 – Easter Monday (College closed)	Quiz 11 (Chs 14 & 15) – ends April 13
Exam Period April 15 to 23	Comprehensive exam on textbook and ancillary material covered in the course. The Exam date and time will be posted on MyCamosun by February 16.	

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

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
a) In-class group activities. Individually marked. Note that while some of the activities will be completed outside of class and submitted on D2L (as part of your 4 th class hour), attendance and participation is required for marks to be applied. Expect one for most classes, with lowest mark dropped.	25
b) Exams <ul style="list-style-type: none">• Online chapter quizzes (best 10 of 11) – 15%• Final exam (in person) – 20%	35
c) Case writeup and discussion (teams of 4) <ul style="list-style-type: none">• WeWork (11%)• Linda Dor (11%)• Stark Resorts & Air India (15%)• Self and Peer evaluation for cases – 3 peer evaluations @ 1% each = 3%	40
TOTAL	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

- *No late submissions will be accepted except with documented medical or family emergencies. It is the student's responsibility to ensure adequate access and time to upload electronic submissions.*
- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.
- Quizzes and the final exam in this course have set times. Please note this and make arrangements to be available to take the quizzes and final at the time indicated.

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 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

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 policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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. 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.