

# COURSE SYLLABUS



COURSE TITLE: MARK 385 – Services Marketing

CLASS SECTION: 002

TERM: FALL 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Mon (CBA 286) & Wed (CBA 209) 10:30 AM - 11:50 AM

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.

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## INSTRUCTOR DETAILS

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NAME: Lauren Hogarth

EMAIL: HogarthL@Camosun.ca

OFFICE: CBA 228

HOURS: Wednesdays 12:00 PM – 1:00 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.*

## MARK 385 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

**It is recommended that students complete the 2<sup>nd</sup> 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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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 & RECOMMENDED PREPARATION / INFORMATION

**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)

**Readings:** As assigned by instructor and posted on D2L.

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.

DATE	DETAILS	READ	DUE DATES
Week 1 Sept 04	Course Overview & Intro to Services <b>No class Monday, September 02</b>	Ch 1	<b>Note: Must attend first class on Wed, Sept 04, 2024 to retain your seat in class.</b>
Week 2 Sept 9 & 11	Fundamental Differences Services vs. Goods & ESG/Ethical Issues in Serv. Mark	Ch 2 Ch 3	Quiz #1 - Ch 1, 2 & 3 due Sept 15 by 11:59pm Activity #1 due Sept 15 by 11:59pm
Week 3 Sept 16 & 18	Services Consumer Behaviour	Ch 4	Quiz #2 - Ch 4 due Sept 22 by 11:59pm Activity #2 due Sept 22 by 11:59pm
Week 4 Sept 23 & 25	The Service Delivery Process	Ch 5	Quiz #3 - Ch 5 due Sept 29 by 11:59pm
Week 5 Oct 02	The Pricing of Services <b>No class Monday, September 30</b>	Ch 6	Quiz #4 - Ch 6 due Oct 6 by 11:59pm
Week 6 Oct 7 & 9	Developing the Service Communication Strategy	Ch 7	Quiz #5 - Ch 7 due Oct 13 by 11:59pm Activity #3 due Oct 13 by 11:59pm
Week 7 Oct 16	Managing the Firm's Physical Evidence <b>No class Monday, October 14</b>	Ch 8	Quiz #6 Ch 8 due Oct 20 by 11:59pm
Week 8 Oct 21 & 23	People as Strategy: Managing Service Employees	Ch 9	Quiz #7 - Ch 9 due Oct 27 by 11:59pm Case #1 Assigned Team Charter due In-Class
Week 9 Oct 28 & 30	People as Strategy: Managing Service Consumers	Ch 10	Quiz #8 - Ch 10 due Nov 3 by 11:59pm Case #1 Analysis & Peer/Self Evaluation Due before class on Wed, Oct 30 (by 10:29am)
Week 10 Nov 4 & 6	Defining & Measuring Customer Satisfaction	Ch 11	Quiz #9 - Ch 11 due Nov 10 by 11:59pm Activity #4 due Nov 10 by 11:59pm
Week 11 Nov 13	Defining & Measuring Service Quality <b>No class Monday, November 11</b>	Ch 12	Activity #5 due Nov 17 by 11:59pm
Week 12 Nov 18 & 20	Complaint & Service Recovery Management	Ch 13	Quiz #10 - Ch 12 & 13 due Nov 24 by 11:59pm Activity #6 due Nov 24 by 11:59pm Case #2 Assigned Team Charter due In-Class
Week 13 Nov 25 & 27	Customer Loyalty & Retention	Ch 14	Case #2 Analysis & Peer/Self Evaluation due before class on Mon, Dec 2 (by 10:29am)
Week 14 Dec 2 & 4	Creating a World-Class Service Culture Final Exam Review	Ch 15	Quiz #11 - Ch 14 & 15 due Dec 8 by 11:59pm
EXAM PERIOD Dec 09-17	The Final Exam is held at a set time/date and must be completed in-person. <b>Do not make travel or other arrangements that may conflict with exams.</b>		

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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Assessment	% of Final Grade	Total = 100
<b>Exams/Quizzes</b>		<b>35</b>
Chapter Quizzes (best 10 of 11)	15	
Final Exam	20	
<b>Group Assignments</b>		<b>30</b>
Case Studies (2 @ 15% each)	30	
<b>Individual Assignments</b>		<b>35</b>
Activities / Discussions / Reflections (best 5 of 6) <i>Note: Some activities may involve group work but will be individually marked.</i>	35	

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

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### 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.

### **Mandatory Attendance for First Class Meeting of Each Course**

This section of MARK 110 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](#)

### **Assignments and Exams**

#### **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/apa>.

- 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**

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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](https://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

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### 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](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.