

COURSE SYLLABUS



COURSE TITLE: MARK 385 – Services Marketing
CLASS SECTION: 002
TERM: 2022F
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-face, M and W from 3:00 pm to 4:20 pm

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>.

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.ca
OFFICE: CBA 231-C
HOURS: Mondays from 4:30 pm – 5:20 pm and 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

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

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

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) Text: 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 URL: <https://login.nelsonbrain.com/course/MTPNT67Z95MW>
Course Key: MTPNT67Z95MW
- b) 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: Unless otherwise noted, assignments and chapter quizzes are due at 11:59 pm.

WEEK	TOPIC	READINGS	DUE DATES AND EXAM DATES
1 Sept. 6 - 11	Introduction to Services	Ch. 1	Assignment One First Post due on Discussion Board Sun., Sept. 11 (first post) Register MindTap resource (optional)
2 Sept. 12 - 18	Service Economy Differences between Goods and Services	Ch. 2 Ch. 3	Assignment One Responses due on Discussion Board Sun., Sept. 18
3 Sept. 19 - 25	Services and Consumer Behaviour	Ch. 4	D2L Quiz One (Ch. 1, 2 and 3) due Sun., Sept. 25

4 Sept. 26 – Oct. 2	Service Delivery Process	Ch. 5	Form Service Marketing Project teams
5 Oct. 3 - 9	Managing Physical Evidence in Services	Ch. 8	Team Project Charter due Wed., Oct. 5 at start of class (hard copy) D2L Quiz Two (Ch. 4 and 5) due Sun, Oct. 9
6 Oct. 10 – 16	Defining and Measuring Customer Satisfaction / Service Gaps	Ch. 11	Assignment Two: Service Blog One due on Sun., Oct. 16 D2L Quiz Three (Ch. 8) due Sun., Oct. 16 No class Mon, Oct. 10 (College closed)
7 Oct. 17 – 23	Pricing and Services	Ch. 6	Assignment Two: Service Blog One Response due on Sun., Oct. 23 D2L Quiz Four (Ch. 11) due Sun., Oct. 23
8 Oct. 24 - 30	Marketing and Communication Strategies for Services	Ch. 7	Services Marketing Project (Part One) and Services Marketing Project (Part One): Individual Contribution Sheet due Sun., Oct. 30 <i>(One submission per team.)</i> D2L Quiz Five (Ch. 6) due Sun., Oct. 30
9 Oct. 31 – Nov. 6	Managing Service Employees	Ch. 9	Assignment Three due to the Assignments area of D2L Sun., Nov. 6 D2L Quiz Six (Ch. 7) due Sun., Nov. 6
10 Nov. 7 – 13	Managing Service Customers	Ch. 10	D2L Quiz Seven (Ch. 9) due Sun., Nov. 13
11 Nov. 14 - 20	Defining and Measuring Service Quality	Ch. 12	Assignment Four: Service Blog Two due on Discussion Board Sun., Nov. Nov. 20 D2L Quiz Eight (Ch. 10) due Sun., Nov. 20
12 Nov. 21 - 27	Complaint and Service Recovery Management	Ch. 13	Assignment Four: Service Blog Two Response due on Discussion Board Sun., Nov. Nov. 27 D2L Quiz Nine (Ch. 12 and 13) due Sun., Nov. 27
13 Nov. 28 – Dec. 4	Customer Loyalty and Retention Creating a World Class Service Culture	Ch. 14 Ch. 15	D2L Quiz Ten (Ch. 14 and 15) due Sun., Dec. 4
14 Dec. 5 - 9	Team Project Presentations		Services Marketing Project (Part Two) and Presentation Slide Deck due Mon., Dec. 5 Team Project Presentations Mon., Dec. 5 and Wed., Dec. 7 in class Services Marketing Project (Part Two): Individual Contribution Sheet due Wed., Dec. 7 <i>(One submission per team.)</i>
	Final Exam		Final Exam date tbd. (During Fall 2022 Final Exam Session: Mon., Dec. 12 – Tues., Dec 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 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>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING	
Assignments/ Activities/Quizzes/Final Exam (Individual)		
<ul style="list-style-type: none"> • Assignment One: Discussion Introduction - 5% • Assignment Two: Blog Post One and Blog Post Response - 12.5% • Assignment Three: Communications Strategy - 5% • Assignment Four: Blog Post Two and Blog Post Response - 12.5% 	35%	
<ul style="list-style-type: none"> • Chapter Quizzes (Ten quizzes; best nine out of ten quizzes) 	10%	
<ul style="list-style-type: none"> • Final Exam 	20%	
Services Marketing Project (Team and Individual)		
<ul style="list-style-type: none"> • Team Contract • Business Plan: Individual Contribution Sheets 	Required	
<ul style="list-style-type: none"> • Services Marketing Project Part One: Market Research and SWOT (5% Individual / 5% Team) 	10%	
<ul style="list-style-type: none"> • Services Marketing Project: Part Two: (10% Individual / 10% Team) 	20%	
<ul style="list-style-type: none"> • Services Marketing Project: Highlights Presentation (2.5% Individual / 2.5% Team) 	5%	
	TOTAL	100%
<p>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. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf</p>		

SCHOOL OR DEPARTMENTAL INFORMATION

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

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.