



## LINCOLN UNIVERSITY

BA 375

Service Marketing

Spring 2020

Tuesday/Thursday 3:30 – 6:15 p.m.

Credit: 3 units - 45 lecture hours

Level: Mastery 2 (M2)

Instructor: Dr. Hess

### **COURSE DESCRIPTION**

This course provides comprehensive understanding of the differences between marketing and sales of services compared to products. It focuses on developing and implementation of effective marketing programs for service industries and covers concepts on blueprinting, customer interactions, chase vs. shift demand, asset revenue efficiency. (3 units) Prerequisite BA 304

### **OBJECTIVES**

The study of the marketing for service organizations is special. Over 80% of the U.S. GDP is for services. The GDP for many of the industrialized nations is similarly high. The requirements for the management of the marketing process for services are unique. The objectives for this course are for the student

- to develop a working knowledge of the marketing components – product, price, promotion, and distribution – as they apply to the operations of a service
- to develop a sufficient understanding of the fundamentals of marketing management sufficient to be able to formulate a marketing plan to achieve company goals.
- to define marketing's role in a service company operations
- to understand the real differences of various services and how to effectively develop marketing programs that direct selling activities to accomplish company goals.
- To “blueprint” a service for the application of a marketing plan.

## **GOALS**

The course goals for the course are to enable the student to develop sufficient knowledge and acumen

- to write a marketing plan for a service organization that incorporates the major components of marketing that recognizes the special requirements for a service company
- to use “Asset Revenue Generating Efficiency” in evaluating the performance of a service
- analyze a service organization and make specific recommendations to increase sales and/or profits consistent with organization goals.

During the course we will study such concepts/ideas as Relationships with Customers, Blueprinting service/customer interactions, Chase vs. Shift Demand, Asset Revenue Generating Efficiency.

## **TEXT**

Services Marketing: Lovelock: Special Edition; Prentice Hall. Book provided by professor. Additionally students will be required to find current articles on service marketing to develop more in depth service marketing understanding.

## **METHODOLOGY**

Instruction will include lecture, student discussion of material studied, case studies, in class exercises, and individual assignments. Students missing three consecutive classes will be dismissed from the course unless he/she has a documented medical excuse.

## **COURSE WORK**

Course work will include study of the textbook, discussions of current events, assignments, and a major project.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports. Assignments are to be on time at the start of class. Cell phone use is not permitted in the classroom. Use of a computer in the classroom requires the explicit permission of the instructor. Notes, electronic dictionaries, or any method of obtaining information is not permitted during exams.

Students are expected to understand the course requirements as defined in this syllabus. The professor reserves the right to modify the syllabus. The schedule lists the chapters to be studied – that is studied not read – in preparation for the day.

## **WRITTEN ASSIGNMENTS**

There will be written assignments during this course. There will be a case analysis or formal report of an outside project. Reports will be typed. Assignments are to be typed and presented with student's name as on school course roster, ID number, title of assignment, and presented for grading at the start of class. Late assignments will not be accepted or graded.

## **OUTSIDE PROJECT**

There is a project that incorporates the concepts studied in the course. Each student will pick an industry to study. The student through primary and secondary research will determine what is required to have a successful marketing program for a service organization. Interviewing managers of businesses in the selected industry will enable the student to obtain primary data on problems/issues in that industry as well as methods for success.. This will require careful analysis after obtaining the necessary information.

Students are to present a proposal for their project study and obtain a signed approval before starting work on the project. The Project Proposal must include: industry to be studied, goal of the study, reason for wanting to study the industry along with a brief plan of work on the study.

## **BIBLIOGRAPHY**

In addition to the text used for this course it may help the students to expand their interest in the subject by reading material in other texts. Recommended texts for more detailed investigation of service marketing include:

Essentials of Services Marketing: Hoffman, Bateson; Southwestern; 2001 Second Edition

Managing Services Marketing: Bateson: The Dryden Press, 1989. First Edition

Services Marketing A Strategic Approach: Goncalves; Prentice Hall 1998.

Services Marketing: Lovelock; Prentice Hall; 3rd edition. 1996.

Strategic Marketing for Nonprofit Organizations: Kotler, Andrease; 1991, Fourth Edition.

Big Ideas for Small Service Businesses: Ross & Ross; Communication Creativity; 3rd edition. 1994.

The Essence of Services Marketing: Payne; Prentice Hall; 1993.

Service Marketing; Rust, Zahorik, Keiningham; Harper Collins; 1996.

Selling The Invisible; Harry Beckwith; Warner Books; 1997

## GRADING

Grades will be based on the quality of work, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of marketing s applied to a service. Grades will be based on:

Classroom participation	50 points
Assignments	30 points
Project Proposal	20 points
Project Report	100 points
Exams	<u>100 points</u> 300 points

## EVALUATION IN GRADING

A 280+ points      A- 270 – 279 points    B+ 263 – 269 points    B 256 – 262 points  
B- 251 – 257 points    C+ 244 – 250 points    C 232 – 238 points    C- 220 -226 points  
D 210 – 219 points    F below 210 points

## MAKE-UP WORK

Exams cannot be made up if missed – unless there is a documented emergency.

### **Rubrics for Project Report**

**90 – 100 points** The report is easy to read/understand, contains no grammar/spelling errors, is properly cited, offers sound logic in the application of the marketing mix to a target market.

**75 – 89 points** The report is generally easy to read/understand, contains a minimum of grammar/spelling errors, some data/information not properly cited, application of marketing mix is acceptable for a target market.

**65 – 74 points** Minimally acceptable for a graduate paper. Not easily read/understood. Unacceptable number of grammar/spelling errors. Marketing mix is not specific enough for the Target Market.

**Below 65 points** The report is not of graduate level. Unacceptable grammar/spelling errors. Document is disjointed in its presentation. Does not demonstrate an understanding of marketing mix and its application.

Only primary and qualified secondary sources may be used in all assignments submitted for a grade. Wikipedia and Google references are not business professional and will not be accepted.

The professor reserves the right to modify the course as necessary to achieve student outcomes.

If you require special accommodations for this course, you should notify Student Services. Please contact them at [studentservices@lincolnuca.edu](mailto:studentservices@lincolnuca.edu) (510)628-8034. You will need a letter of accommodation from a licensed medical practitioner. After notifying Student Services make an appointment with your instructor(s) to have a confidential discussion of what you will require for this course

## **INSTRUCTOR**

Dr. Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Co.; Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W. H. Brady Co.. As Sales Manager Dr. Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Co., Dr. Hess also managed a sales force responsible for \$17 million.

For help with your course work you can reach Dr. Hess at his office 510/628-8013. E mail address is [whess@lincolnuca.edu](mailto:whess@lincolnuca.edu)

## BA 375 COURSE SCHEDULE

Assignments Students are to study the assigned chapters before coming to class

- March
- 17 Introduction to course. Discuss plans for the course. Discussion of marketing and marketing's role in a company. Define a service  
Discuss differences between a product and a service
  - 19 Chapter 1 Distinctive Aspects of Services Marketing
  - 24 Chapter 3 Developing Framework for Understanding Services Marketing  
Be prepared to discuss article "Service is Everybody's Business" by Ronald Henkoff  
Project Assignment: Hand in project proposal. Be prepared to discuss it in class.
  - 26 Oral Assignment: An explanation of the industry you are studying and the company you are studying including your reason for studying the industry and the company.
  - 31 Hand in assignment: A one page summary of your presentation. And a hand in review of an industry article.
- April
- 2 Chapter 4 Positioning a Service in the Marketplace  
Oral Assignment: A discussion of the positioning in your study industry.  
Hand in assignment: A one page summary of how companies in your study industry position themselves.
  - 7 Chapter 5 Targeting Customers and Building Relationships  
Hand in assignment: Bring an article to class based on your project. Turn in a 1 – 3 page report on what you learned when you read the article.
  - 9 Chapter 6 Managing Demand  
Be prepared to discuss article "Pick a Card: Visa, American Express, Mastercard Vie in Overseas Strategy" by Lipin, Coleman, Mark  
Oral assignment: A discussion of how companies in your study industry manage demand.
  - 14 Be prepared to discuss article "Service Positioning Through Structural Change" by G. Lynn Shostack  
In class exercises  
  
Hand in assignment: A questionnaire you plan to implement in your evaluation of the company you are studying.

- 16 Chapter 9 Understanding Costs and Developing Pricing Strategies.  
Hand in assignment: Bring an article to class based on your project.  
Turn in a 1 – 3 page report on what you learned when you read the article.
- 21 Chapter 10 Communicating and Promoting Services  
Hand in assignment: Two ads – one good and one bad in your study industry. Explain why one is good and one is bad. Define the target markets – demographics/psychographics – the Maslow level of the appeal.
- 23 Chapter 11 Enhancing Value by Improving Quality and Productivity  
  
Oral assignment: Discuss your learnings from your questionnaire
- 28 Chapter 13 Organizing and Implementing the Marketing Effort  
Be prepared to Discuss the Harris Johnson Case
- 30 Presentation of projects
- May 5 Final exam

Revised January 27, 2020

If all of the information below is completed and submitted at the start of the first class a student will receive 10 points

Name as on university records \_\_\_\_\_

ID No. \_\_\_\_\_

Lincoln University email address: \_\_\_\_\_

Signature: \_\_\_\_\_

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally I affirm that all work I submit for a grade – homework, project assignments, project, and exam will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine I will receive no points for the assignment and that I may be dropped from the course.



**COURSE LEARNING OUTCOMES <sup>1</sup>**

	<b>Course Outcome</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment activities</b>
1	The development of a marketing plan that incorporates the marketing concepts and advance the company's goals/plans	PLO 1	ILO 1b, ILO 2b	In class group exercises on the macroenvironment. Determination in class exercise of the differences between products and services.
2	To learn how to obtain information to make business decisions.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Presentation by library staff on secondary business resources available  In class exercise on evaluating a market research questionnaire.  In class exercise on designing a market research questionnaire.
3	Develop business decision making skills specifically for marketing implementation.	PLO 4	ILO 4b, ILO 5b, ILO 6b	After using primary and secondary resources the students have to determine what is required to be a successful business in the industry they are studying.
4	Learn how to assess the performance of a service.	PLO 5	ILO 4b, ILO 5b	After learning the "Asset Generating Efficiency Model" use it in evaluating the .company under study.

---

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).