

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Spring 2022-second session
February 28 – April 21, 2022

COURSE NUMBER: MARK 5360.702

COURSE TITLE: Advanced Services Marketing

INSTRUCTOR: Dr. Barbara Ross Wooldridge

REQUIRED TEXT: SERVICES MARKETING Integrating Customer Focus Across the Firm, 7th, V.A. Zeithaml, M.J. Bitner, D.D. Gremler
ISBN 978-0-07-811210-2

Exceptional Service, Exception Profit: The Secrets of Building a Five-Star Customer Service Organization, Leonardo Inghilleri and Michal Solomon, ISBN #13-978-0-8144-1538-2

COURSE DESCRIPTION: Marketing had its genesis from a goods perspective. In the 1970's marketers acknowledged that services are different from goods and not all marketing theories worked regarding services marketing. New theories were needed and developed. This class will explore services marketing. The class will facilitate your development of an understanding of how to become a successful services marketer.

PREREQUISITE: none

COURSE OBJECTIVES:

1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:

By the end of this course, the student should understand:

1. Identify the basic concepts of service quality (WK2-WK7).
2. Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses. (WK2).
3. Be able to apply the frameworks and concepts) used in services (WK2, WK3, WK4, WK5, WK7).
4. Outline and main components of service quality. (WK3).
5. To apply essential service quality knowledge and skills in a real-world business setting (WK4, WK7).
6. Apply your understanding of service quality via written assignments (WK4, WK7).

CLASS MEETING: online

TEACHING METHOD: online

OFFICE & TELEPHONE NUMBER: Soules College of Business, COB 350.23, 903-566-

OFFICE HOURS: emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday.

E-MAIL COMMUNICATION: To protect the privacy of students, the university requires that all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

COURSE SCHEDULE

This is a tentative schedule and is subject to modification; if modified students will be notified via an announcement on CANVAS. PLEASE NOTE – except for week 1 which begins on Monday and week 7 which ends on Thursday at 11:59 pm central time; all weeks begin on Sunday at 12:01 a.m. and end on Saturday at 11:59 p.m. Central Time.

Date/Week	Topics	Assignments
Week 1 Monday February 28 to Saturday March 5 Monday to Saturday	Classes Begin Complete Start Here and Module 1	<ul style="list-style-type: none"> • Discussion Board (you must post your original post—no later than 3/1) • Obtain the books • Becoming familiar with MBTN website -be on lookout for email. • Complete the Getting Started Quiz with 90% found in by clicking the START HERE button. • START READING EXCEPTIONAL SERVICE, EXCEPTIONAL PROFIT
Sunday March 6 to Saturday March 12	SPRING BREAK You may work ahead -but it is your choice.	SPRING BREAK
Week 2 Sunday March 13 To Saturday March 19	Video Lecture Introduction to Services Video Lecture the GAPS Module of Service Quality	<ul style="list-style-type: none"> • Continue to read Exceptional Service, Exceptional Profit • TEXT -Read Chapter 1 • Text – Read Chapter 2 • CHECK FOR MBTN -email to access the website
Week 3 Sunday March 20 to Saturday March 26	Video Lecture Customer Expectations of Service	<ul style="list-style-type: none"> • Continue to read Exceptional Service, Exceptional Profit • TEXT -Read Chapter 3

	Video Lecture Customer Perceptions of Service Bonus Video Lecture Listening	<ul style="list-style-type: none"> • Text – Read Chapter 4 • CHECK FOR MBTN -email to access the website. Start reviewing the material -this will assist with final case.
Week 4 Sunday March 27 to Saturday April 2	This week you have an assignment based on the book - Exceptional Service, Exceptional Profit and a mid-term.	<p>Exceptional Service Book -Discussion Board Assignment -first post by March 28 by 11:59 pm and you must remain active until Saturday April 2 at 12:00 noon (pm) central time.</p> <p>Exception Service Book – Midterm Exam - must be completed by 11:59 pm Saturday April 2.</p>
Week 5 Sunday April 3 to Saturday April 9	Video Lecture Building Customer Relationships Video Lecture Service Recovery	<ul style="list-style-type: none"> • TEXT -Read Chapter 6 • Text – Read Chapter 7 • CHECK FOR MBTN - continue reviewing the material -this will assist with final case.
Week 6 Sunday April 10 to Saturday April 16	Video Lecture -Employees’ Roles in Service Video Lecture -Customers Roles in Service	<ul style="list-style-type: none"> • TEXT -Read Chapter 11 • Text – Read Chapter 12 • CHECK FOR MBTN - continue reviewing the material -this will assist with final case.
Week 7 Sunday April 17 to Thursday April 21		<p>TEXTBOOK FINAL EXAM -due by 11:59 pm April 21 central time.</p> <p>CASE STUDY DISCUSSION BOARD First post Monday April 18 by 11:59 pm central time.</p>

IMPORTANT DATES:

- **MARCH 15 –CLASS BEGINS**
- **APRIL 16 – LAST DAY TO WITHDRAWL**

EVALUATION:

ITEM	POINTS	PENALTY IF NOT DONE
Getting/Started Syllabus Quiz	5*	-50
Introduction Discussion Board 1*	50	-50
Exceptional Service Exceptional Profit Discussion Board	100	-100
Exceptional Service Exceptional Profit Mid-term	150	
CASE STUDY	200	200

TEXTBOOK FINAL EXAM	600	
CLV Module 1		10 Bonus Points***
CLV Module 2		10 Bonus Points***
CLV Certification		20 Bonus Points***
TOTAL		1,000

*Getting Started/Syllabus Quiz is worth 5 bonus points **if you do not do it -there is a 50-point penalty.**

**if you do not complete an assignment you do not receive a zero, you will receive the negative value of the assignment.

***the bonus point assignments are not supported -you must complete them on your own

NO LATE ASSIGNMENTS ARE ACCEPTED

Final LETTER grades will then be assigned as follows:

FINAL POINTS	GRADE
1,000 to 900	A
899.9 to 800	B
799.9 to 700	C
699.9 to 600	D
599.9 to 0	F

***grades will not be rounded up**

COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

TECHNICAL INFORMATION

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may visit the Help Tab in Canvas for useful information. Call the Canvas Support Hotline 844-214-6949 or Chat with Canvas Support <https://cases.canvaslms.com/apex/liveagentchat> .

Plug-ins and Helper Applications

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- **Adobe Reader** allows you to view, save, and print Portable Document Format (PDF) files. <http://get.adobe.com/reader/>
- **Java Runtime Environment (JRE)** allows you to use interactive tools on the web. <http://www.java.com/en/download/>
- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. <http://get.adobe.com/flashplayer/>
- **QuickTime** allows users to play back audio and video files. <http://www.apple.com/quicktime/download/>
- **Windows Media Player** allows you to view, listen and download streaming video and audio. <http://windows.microsoft.com/en-US/windows/products/windows-media-player>

Netiquette Guide

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

<http://www.learnthenet.com/learn-about/netiquette/index.php>

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace:

Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 11.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many

forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
 - Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
 - Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a

religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

enter the building unless given permission by University Police,

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination; • divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination

is not to be removed from the examination room or not to be returned or to be kept by the student;

- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
 - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
 - falsifying research data, laboratory reports, and/or other academic work offered for credit;
 - taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
 - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- ii.** "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.
- iii.** "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
- iv.** All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)