



MARK 5360.060 Advanced Service Marketing

1/13/25 to 3/1/25

Welcome

Welcome to Advanced Service Marketing, a course about marketing service offerings. In this course you will dedicate approximately 3-5 hours per week, engaging with the material and your colleagues. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments. Each module provides you with information about how service organizations use specific services marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the unique characteristics of services marketing. You will learn from your colleagues in this course through engagement activities.

Professor Corner

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Office Hours:
Via Zoom Mondays 8-11am

Available by phone or via Zoom
and other times at your
convenience

Course is delivered asynchronously
(not live) on Canvas

Course Overview

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 those differences and how those differences impact services marketing. The class will facilitate your development of an understanding of how to become a successful services marketer.

REQUIRED TEXT: 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

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Course Learning Outcomes

This course provides you with the following learning opportunities:

1. Identify the basic concepts of service quality (WK1-WK7)
2. Outline the basic differences between goods and services and the resulting challenges and opportunities for service organizations (WK1, WK2)
3. Apply the frameworks and concepts used in services (WK1-WK7)
4. Outline the main components of service quality (WK 2, WK3)
5. Apply essential service quality knowledge and skills in a real-world business setting (WK6)
6. Apply understanding of service quality via assignments (WK 1, W2, WK4, WK6)

Assignment Overview

Quizzes: Quizzes are necessary to assess your mastery of core marketing concepts in the textbook, lectures, and module articles. The six quizzes will consist of multiple-choice questions. You will have 20 minutes to complete each of them. You may use your textbook and your notes, but you are not permitted to use any other resources, browsers, software, artificial intelligence, or other people to help you on the quizzes. You also will not have sufficient time to look up each answer in the textbook or your notes. Copying any questions/answers on a quiz or discussing any questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

Discussion Assignment: Throughout this course you will be required to contribute to one personal introduction discussion and two research article discussions (each worth 25 points). For the research article discussions, you are required to share your insights from a peer reviewed scholarly research article. For each discussion assignment, you need to submit one response to my discussion prompt and reply to two other students' responses. Remember to share any professional or personal experiences and examples that could enhance the quality of your interactions with other students. Follow the instructions for each discussion assignment. It is recommended to submit your original post early in the week to allow adequate time for students to respond. You are welcome to reply to more than two comments if you are so inclined, but only the first two responses will be considered in the grading. Please review the *Discussion Assignment Grading Rubric* prior to posting discussion responses. Only your posts and replies posted before the due date will be considered when determining your grade.

Final Exam: A services marketing case study is assigned for your review and analysis. You will upload a word document that answers the essay questions for the assignment.

Building Our Community

Community building is an important component for meeting our course outcomes. To ensure a productive and collegial learning experience for all students, we need everyone to do their best to:

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the class discussions.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. To get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students to increase the depth of discussions.
- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.
- **Use an appropriate tone and language.** In online environments without verbal or physical cues, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use when discussing topics in class.

Evaluation

Quiz 1 (Chapter 1 & 2 video lectures/articles)	30
Quiz 2 (Chapter 3 & 4 and video lectures/articles)	30
Quiz 3 (Chapters 5 & 6 and video lectures/articles)	30
Quiz 4 (Chapters 7 & 8 and video lectures/articles)	30
Quiz 5 (Chapters 9 & 10 and video lectures/articles)	30
Quiz 6 (Chapter 11 and video lecture/articles)	30
Final Exam - Case Study	50
Personal Introduction Discussion	50
Research Article Discussion #1	50
Research Article Discussion #2	50
Total Possible Points	380

A= 340-380 points (89.5%-100%), B= 302-339 points (79.5%-89.2%),
C= 301-264 points (69.5%-79.2%), D= 226-263 points (59.5%-69.2%), F= 0-225points (0%-59.2%)
*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me prior to the due date and let me know that you need special consideration to submit the assignment after the due date.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus
For all other university syllabus policies, please refer to the Syllabus module in Canvas.

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Course Schedule

1/13/25 to 3/1/25

Module	Dates	Topics	Chapters/Quizzes/Assignments
1	1/13-1/19	Getting Started Introduction to Services Marketing	<p><i>Read</i> Chapter 1 – The Engineer on the Ladder: Reaching for the Highest Level of Service <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Research Article Discussions and Case Study Personal Introduction Discussion due no later than 11:59 PM CST January 19th</p>
2	1/20-1/26	Customer Satisfaction and Problem Resolution	<p><i>Read</i> Chapter 2—Four Elements of Customer Satisfaction- Perfect Product, Caring Delivery, Timeliness, and an Effective Problem Resolution Process <i>Watch Video lecture</i> Chapter 2 Research Article Discussion #1 due no later than 11:59 PM CST March 24th Quiz 1 (Chapters 1 & 2 and video lecture) due no later than 11:59 PM CST January 26th</p>
3	1/27-2/2	Communication and Service Recovery	<p><i>Read</i> Chapter 3—Language Engineering: Every. Word. Counts. <i>Read</i> Chapter 4—Recovery! Turning Service Failures Around <i>Watch Video lecture</i> Chapter 3 <i>Watch Video lecture</i> Chapter 4 Quiz 2 (Chapter 3 & 4 and video lectures) due no later than 11:59 PM CST February 2nd</p>
4	2/3-2/9	Customer Tracking and Processes	<p><i>Read</i> Chapter 5—Keeping Track to Bring Them Back: Tracking Customer Roles, Goals, and Preferences <i>Read</i> Chapter 6—Building Anticipation Into Your Products and Services: Putting Processes to Work for You <i>Watch Video lecture</i> Chapter 5 <i>Watch Video lecture</i> Chapter 6 Quiz 3 (Chapter 5 & 6 and video lectures) due no later than 11:59 PM February 9th Research Article Discussion #2 due no later than 11:59 PM CST February 9th</p>
5	2/10-2/16	Human Resources and Leadership	<p><i>Read</i> Chapter 7—Your People: Selection, Orientation, Training, and Reinforcement <i>Read</i> Chapter 8 – Leadership: Guiding the Customer-Centered Organization <i>Watch Video lecture</i> Chapter 7 <i>Video lecture</i> Chapter 8 Quiz 4 (Chapter 7 & 8 and video lectures) due no later than 11:59 PM CST February 16th</p>
6	2/17-2/23	Creating Value and Building Customer Loyalty	<p><i>Read</i> Chapter 9 – What’s Worth it, and What’s Not? Pointers on Value, Costs, and Pricing <i>Read</i> Chapter 10 – Building Customer Loyalty Online: Using the Internet’s Power to Serve Your Customers and Your Goals <i>Video lecture</i> Chapter 9 <i>Video lecture</i> Chapter 10 Quiz 5 (Chapters 9 & 10 and video lectures) due no later than 11:59 PM CST February 23rd</p>
7	2/24-3/1	Crucial Moments with Customers	<p><i>Read</i> Chapter 11 – Hello/Good-Bye: Two Crucial Moments with a Customer <i>Video lecture</i> Chapter 11 FRIDAY, March 1st NOTE: SHORT week due to 7 week schedule. Quiz 6 (Chapter 11 and video lecture) due no later than 11:59 PM CST March 1st Final Exam (Case Study) due no later than 11:59 PM CST March 1st</p>