

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Semester:	Fall 2018
Discipline:	Marketing
Course Number and Title:	MKT 366 Services Marketing
Course Level:	Upper
Faculty Name:	Gail Ayala Taylor
Semester Credit Hours:	3

Prerequisites: One (1) upper division general or fundamentals marketing course

COURSE DESCRIPTION

Services are becoming the dominant economic driver in the U.S. economy; they are critical for gaining a competitive advantage in companies around the world and in all industrial sectors. The purpose of this course is to introduce you to services marketing as a separate and distinct area of marketing thought and practice and to help you understand its powerful influence in competitive markets. During this course, we focus our attention on marketing services based upon an in depth understanding of the service customer, realizing that there can be various types of customers in a service environment. Furthermore, we will discuss an overarching philosophy that stresses the importance of the integration of marketing, human resources, and operations within the service system. All course activities are intended to help you think about the effective delivery of service from a global perspective. Throughout the course, an emphasis is placed on marketing's role within the total organization.

An underlying assumption of this course is that students learn best and retain the most information through active participation in the learning process. Therefore, classroom sessions will consist of a mixture of short lectures, student discussions of assigned materials, case discussions, and active learning exercises.

LEARNING OBJECTIVES

- Understand the unique challenges involved in marketing and managing services
- Identify marketing differences between service and manufacturing organizations
- Identify and analyze the various components of the "services marketing mix"-- the original 4Ps plus the physical environment, process, and people
- Understand and discuss key issues required in managing customer satisfaction and service quality
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery
- Consider the use of technology and innovation in service delivery

- Examine other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/operations/human resource systems
- Study "service" concepts and delivery from a global perspective

REQUIRED TEXTBOOKS & READINGS

AUTHOR: Jochen Wirtz and Christopher Lovelock
 TITLE: Services Marketing: People, Technology, Strategy
 PUBLISHER: World Scientific
 ISBN #: 978-1944659011 (paperback)
 978-1944659004 (hardcover)
 (Students may purchase either version)
 DATE/EDITION: 2016/8th Ed.

EXTERNAL CASE: Aravind Eye Hospital, Madurai, India: In Service for Sight
Product #593098-PDF-ENG

This case can be purchased (\$8.50) from the Harvard Business Publishing Website after registering at this link <https://cb.hbsp.harvard.edu/cbmp/import/ptos/54932416>.

TOPICAL OUTLINE OF COURSE (subject to change)

Topic/Assignments

Depart Hamburg – September 9

PART I: UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS

A1–September 11: Course Overview
 Introduction to Services Marketing

Readings: Course Folder:
 Bosses Seek ‘Critical Thinking,’ but What Is That?
 By Melissa Korn

W&L:
 Chapter 1
 CASE: Sullivan Ford Auto World

Team Data Form due – September 12 by 5:00 pm

A2–September 13: Understanding the Service Customer

Readings:

W&L:
Chapter 2

Video CASE: Priceline (No Advanced Preparation)

Preparing for Barcelona and Valencia

Barcelona – September 15-16

Valencia – September 17-18

A3—September 19: Services Strategy

Readings:

W&L:
Chapter 3

Course Folder:

In an Age of Privilege, Not Everyone Is in the Same Boat
By Nelson Schwartz
New York Times, 4/24/16

Singapore Airlines to End World's Longest Non-Stop Flights.
Kyunghee Park. Bloomberg. 10/25/12

Singapore to Challenge United with Nonstop US Flights.
Kyunghee Park and Justin Bachman. Bloomberg. 6/15/16

Live cases: Cruise Industry and Singapore Air

Assignment: Group Proposals Due by 6 pm

A4—September 21:

Readings:

Managing and Branding the Customer Experience
W&L:
Chapter 4

Study Day – September 23

A5—September 24:

Group Work Day
Group Meetings with Professor Taylor (sign up in OwnCloud)

A6— September 26:

Service Communication

Readings:

W&L:
Chapter 7

Live Case: Disney

Preparing for Tema and Takoradi

Tema – September 27-28
Takoradi – September 29-30

Part II. APPLYING THE MARKETING MIX TO SERVICE

Community Programming – October 2

A7—October 3: Service Distribution and Pricing

Readings:

W&L:
Chapters 5 & 6

Course Folder:

Amazon Finds a Partner for Air Freight Deliveries.

By Greg Bensinger

Wall Street Journal, 3/10/16

Kellogg's to Open All-Day Cereal Café in Times Square, Charging up to \$7.50.

By Kerry Burke, Jeanette Settebbre, and Larry McShane. New York Daily News. 7/5/16

Live Cases: Amazon.com & Kellogg's

A8—October 5:

Groups 1 and 2 Presentations

Preparing for Cape Town

Cape Town October 7-12

A9—October 13:

Managing Supply and Demand

Readings:

W&L:
Chapter 9

Course Folder:

As Pagers Proliferate, Even Tiffany Joins In

By Lisa Pulitzer

New York Times, 7/29/01

All-You-Can-Eat Breakfast at Tiffany's

By Leigh Gallahger

Forbes, 4/15/02

Live case: Tiffany's

A10—October 15: Exam 1

Study Day — October 16

PART III: MANAGING THE CUSTOMER EXPERIENCE

A11—October 18: Managing People for Service Advantage

Readings: Course Folder:
TBA

W&L:
Chapter 11

Case: Singapore Air

Preparing for Field Day and Port Louis

Field Class—October 19 Creating a Memorable Service Experience: Learning from Hotels in Mauritius

Readings: Course Folder: TBA

W&L:
Chapter 15

Port Louis — October 19

Study Day — October 21

A12—October 22: Managing Service Operations

Readings: W&L:
Chapter 8

Mapping/Blueprinting Exercise

A13—October 24: Managing Service Processes

Readings: W&L:
Chapter 8

CASE: Aravind Eye Hospital

Preparing for Cochin

Assignment: Field Day Lessons Learned Write-up Due by 6:00

Cochin – October 25-30

Reflection and Study – October 31: Global Studies Reflection

A14–November 2: Crafting the Service Environment

Readings: W&L:
Chapter 10

Preparing for Yangon

Yangon – November 4-8

A15–November 9: Managing Relationships and Building Loyalty

Readings: W&L:
Chapter 12

Course Folder:
The Customer Experience Portfolio. Jennifer Rice. Forbes.
7/1/15

**CASE: Dr. Mahalee Goes to London: Global Client
Management**

Preparing for Ho Chi Minh City

Study Day – November 11

A16–November 12: Exam 2

Ho Chi Minh City – November 14-18

PART III: STRIVING FOR SERVICE EXCELLENCE

A17–November 19: Complaint Handling and Service Recovery

Readings: W&L:
Chapter 13

Course Folder:
JetBlue’s C.E.O. Is ‘Mortified’ After Fliers Are Stranded

By Jeff Bailey
The NY Times, 2/19/07

Exercise: A Tale of 3 Airlines

Study Day – November 21

A18–November 22: Groups 3 and 4 Presentations

Preparing for Shanghai

Shanghai – November 24-29

A19–November 30: Guest Instructor:
 Professor Alva Taylor,
 Tuck School of Business at Dartmouth
 Director of Center for Digital Strategies

Marketing Services in the Age of Analytics
CASE: Springfield Bank’s Mobile Strategy: Influencing the Next
Generation

Preparing for Kobe

Kobe – December 2-6

A20–December 7: Improving Service Quality and Productivity

Readings: W&L:
 Chapter 14

Course Folder:
The Hidden ‘Curse’ that Undermines Customer Service and the
Customer Experience. Micah Sullivan. Forbes. 2/14/16

A ‘Wow’ Customer Service Story, With Actual Life and Death at
Stake. Micah Sullivan. Forbes. 5/27/16

A21–December 9: Improving Service Quality and Productivity

Readings: W&L:
 Chapter 14

GAPS Exercise - Your Journey to Germany

A22–December 11: Groups 5 and 6 Presentations

A23–December 13: Service Culture, Leadership and Growth

Readings:

Course Folder:

Culture Eats Strategy for Lunch

By Shawn Parr

Fast Company, 1/24/12

“Delivering Happiness: A Path to Profits, Passion and Purpose,”

Chapter 5 – Platform for Growth: Brand, Culture, Pipeline, (p. 130-159) By Tony Shieh

“Winning Teams Winning Cultures,” Chapter 3 – Shadow Leader, (33-38) By Larry Senn and Jim Hart

Case: Shouldice Hospital

A24–December 15: Exam 3

Honolulu–December 16

Study Day – December 18

A25–December 19: Marketing Careers, Class Review, and Wrap up

San Diego – December 23

FIELD WORK

The field class for this course is on Friday, 19 October in Port Louis, Mauritius.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and will be developed and led by the instructor.

FIELD CLASS AND ASSIGNMENT

Creating a Memorable Service Experience: Learning from Hotels in Mauritius

This field class will begin with a discussion of destination marketing and the strategies and tactics involved in marketing Mauritius as an international tourist destination. From there the class will visit a large multinational hotel company operating in Mauritius. A discussion with hotel executives will allow the class to learn about the policies, procedures, and practices that are in place to market a hotel brand globally while capturing the unique aspects of each country and the local community. The class will receive a behind the scenes tour of the property to better understand how marketing and operations must work together to ensure a superior customer experience. The field class will conclude with a visit to a small (but still high end) boutique style hotel where the students will be able to learn about their

approach to marketing while comparing and contrasting the marketing approaches utilized by both companies.

During this field class students will:

1. Become acquainted with destination marketing.
2. Understand the complexity involved in marketing a service experience in various outlets and in multiple countries.
3. Examine the policies and procedures that are necessary to ensure the consistent delivery of a superior customer experience.
4. Compare and contrast vastly different service concepts competing for a similar target consumer.

Evaluation: Students will submit a written “Lessons Learned” analysis on November 3rd where they reflect on the field day and on the observed marketing activities using the frameworks in the readings and materials discussed in class. More details pertaining to submission requirements will be provided in class.

INDEPENDENT FIELD ASSIGNMENTS

Group Project: The goal of this assignment is for students to research and better understand how service issues vary across the globe and to share that understanding with the class. Students will work in assigned teams (team data forms are due on **9/12**) to further explore a service marketing topic of interest. Teams will design their projects in a way that adds to the overall class learning. Teams may choose to focus on a particular industry, a broad marketing concept applied specifically in a services context, or an important development in services marketing.

Below is a list of potential topic areas. Each topic will require teams to compare and contrast a service topic across three predetermined countries (listed below) along the voyage. More information about group assignment and composition will be discussed during the first class. Each team is required to submit a topic proposal for approval on or before **9/19**. The proposal should include names of all team members, a detailed description of the proposed approach to examining the topic, plan for gathering in-country and out-of-country data, and a preliminary lesson plan. All students are **required** to deliver a portion of the presentation and a Q&A period must be incorporated within the presentation. No two teams can work on the same topic. In the event two teams inadvertently select the same topic preference will be given to the first team that submits their proposal for approval.

Options for Groups 1 and 2 – Present on 10/5
Comparison across: **Spain, Ghana**

Options for Groups 3 and 4 – Present on 11/22
Comparison across: **South Africa, India, Myanmar**

Options for Groups 5 and 6 – Present on 12/12
Comparison across: **Vietnam, China, Japan**

Topics:

- Servicescapes
- Marketing Services People Don't Want (mortuary, etc.)
- Service and the Not-for-Profit World
- Municipal Services (trash removal, recycling, water and sewage, etc.)
- Local Transportation Services (buses, subway, etc.)
- Shipping, Trucking, and Supply Chain Services
- Service Advertising and Promotion
- Service Distribution
- Service Pricing
- Service Products
- Product Dominated Services
- Higher Education
- Financial Services
- Professional Services
- Health Care
- Tourism
- Airlines
- Wild Card (any team can develop and submit an alternative topic for consideration)

Evaluation: It's your turn to teach! Each team is responsible for leading a 30 minute class discussion on their topic. A written paper is not required; instead students will be responsible for creating and delivering a comprehensive and interactive PowerPoint presentation. A key "takeaway" slide must be incorporated in your presentation along with a bibliography containing your sources. Teams are also responsible for presenting a list of 3-5 suggested readings for classmates who wish to explore their topic further. In addition, each team must submit 5 multiple choice questions and 2 short answer questions to the Professor based upon the key elements/learnings delivered in the presentation. Teams will be evaluated based upon the depth of their analysis, quality of their presentation/delivery, level of engagement with the class, interactive components, response to audience questions, quality of supplemental materials, non-presenting student feedback, and a within group peer assessment. Each team member is expected to provide a significant contribution to each team's final project. Though this is a team project, individual grades may vary based upon peer feedback.

Learning Exercises and Case Analysis:

During class we will use active learning exercises and case studies to explore course concepts. Many of these will require preparation work to be submitted prior to the start of class. You will be informed of the due dates for these deliverables in advance. Completion of this preparation work will count toward your class participation grade.

METHODS OF EVALUATION

Three equally weighted exams will be given throughout the semester. Exam format will be discussed in class. There is more material in your assigned readings than we can discuss in class. Class discussions will cover the most important issues but may not cover everything in the assigned readings. Exams will place more emphasis on topics covered in class, but they will also draw from all assigned material.

Exams 1, 2 & 3 (15% each)	45%
Lessons Learned Field Day Assignment:	20%
Group Field Project:	15%
Class Participation:	20%
Total Points:	100%

Students will submit their exams and lessons learned assignment using their student numbers, NOT their names.

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
94-96%: A	84-86%: B	70-76%: C	
90-93%: A-	80-83%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance is required at all class sessions. You must notify the professor in advance of any unanticipated absence and take the initiative to make up missed work in a timely fashion. Active student participation in class is essential to the learning process and to the success of the class. To participate effectively students will read assigned materials and complete all out-of-class assignments prior to the beginning of class. Class participation will be evaluated based upon the quality of your interaction, not necessarily the quantity. Please participate, and share your experiences/perspectives as long as they are relevant.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILM REQUEST

None

ELECTRONIC COURSE MATERIALS (subject to change):

Bosses Seek 'Critical Thinking' But What is That? An Important Skill for Young Workers Has a Variety of Definitions. Melissa Korn. Wall Street Journal. 10/24/14

Amazon Finds a Partner for Air Freight Deliveries. Greg Bensinger. Wall Street Journal. 3/10/16

In an Age of Privilege, Not Everyone is in the Same Boat. Nelson Schwartz. New York Times. 4/24/16

As Pagers Proliferate, Even Tiffany Joins In. Tiffany Pulitzer. New York Times. 7/29/01

All-You-Can-Eat-Breakfast at Tiffany's. Leigh Gallagher. Forbes. 4/15/02

Why is Under Armour's Biggest Olympic Star Wearing Nike? Eben Novy-Williams and Scott Soshnick. Bloomberg.

The Customer Experience Portfolio. Jennifer Rice. Forbes. 7/1/15

A 'Wow' Customer Service Story, With Actual Life and Death at Stake. Micah Sullivan. Forbes. 5/27/16

The Hidden 'Curse' that Undermines Customer Service and the Customer Experience. Micah Sullivan. Forbes. 2/14/16

Kellogg's to Open All-Day Cereal Café in Times Square, Charging up to \$7.50. Kerry Burke, Jeanette Settebbre, and Larry McShane. New York Daily News. 7/5/16

Singapore Airlines to End World's Longest Non-Stop Flights. Kyunghee Park. Bloomberg. 10/25/12

Singapore to Challenge United with Nonstop US Flights. Kyunghee Park and Justin Bachman. Bloomberg. 6/15/16

JetBlue's C.E.O. is 'Mortified' After Fliers Are Stranded. Jeff Bailey. New York Times. 2/19/07

Culture Eats Strategy for Lunch. Shawn Parr. Fast Company. 1/24/12

"Delivering Happiness: A Path to Profits, Passion and Purpose (2010)," Chapter 5 – Platform for Growth: Brand, Culture, Pipeline, (p. 130-159) By Tony Shieh

Winning Teams Winning Cultures (2006)," Chapter 3 – Shadow Leader, (33-38) By Larry Senn and Jim Hart

Deliveroo Takes a Kitchen-Sink Approach to Food Apps. Adam Satariano. Bloomberg. 1/15/18.

This Delivery App Puts a Courier on Every Corner. Christine Jenkins Tanzi. Bloomberg. 2/27/18.

What For-profit Businesses Can Teach Nonprofits About Customer Satisfaction. Vikas Mittal. marketing news. 3/18.

Retail's Other Problem: Too Few Clerks in the Store. Suzanne Kapner. The Wall Street Journal. 4/30/18.

ADDITIONAL RESOURCES

None