Standard Course Outline
MKTG 410
Services Marketing

1. General Information:
   Units: 3 credits
   Prerequisites: MKTG300, IS301
   Course Coordinator: Department Faculty
   Date Prepared: November 2012
   Date revised: October 2016

2. Catalog Description:
   Focus on strategic and managerial issues specific to marketing service products in industries with high service components. Services development and positioning, distribution, pricing, promotion, demand and process management, service quality and recovery. Letter grade only (A-F).

3. Curriculum Justification:
   The curriculum is designed for students with careers in services and goods industries with high service components. The course improves students’ understanding of distinctive aspects of services marketing and enhances their ability to apply marketing strategies to create, communicate, and deliver customer value in the service economy.

4. Course Objectives:
   • Learning goal-critical thinking: students will analyze marketing strategies (service development, pricing, distribution channel, and promotion) in services and goods industries with high service components.
   • Learning goal-business function: students will apply marketing strategies to manage service creation, communication, and delivery in the service economy.
   • Learning goal – teamwork and interpersonal skills: students will demonstrate the importance of teamwork to the success of services marketing.

5. Outline of Subject Matter:
   Following is a listing of the topics that must be covered in the course. It does not preclude other topics that are part of services marketing area. The list is flexible enough to allow individual instructors to emphasize not just the core subjects but to also place emphasis on particular areas of interest, knowledge and expertise.
<table>
<thead>
<tr>
<th>Topics</th>
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<td>1 Characteristics of service market and service products</td>
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<td>2 Service positioning in competitive markets</td>
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<td>3 New service development</td>
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<td>4 Service distribution through physical and electronic channels</td>
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<td>5 Service pricing and revenue management</td>
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<td>6 Service promotion</td>
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<td>7 Service processes management</td>
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<td>8 Service demand and productive capacity management</td>
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<td>9 Service quality and productivity management</td>
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<td>10 Service recovery</td>
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6. Methods of Instruction:

There must be at least one major project in the course, typically done by project teams.

- The group project should revolve around a service product where students work in teams to apply what they have learned in class to develop a marketing plan for the service product.

Additional active learning tasks that can also be used in the course include:
- In-class exercises that involve group work.
- Written group assignments
- Case analyses
- Simulations

Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and/or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

There is no standardized textbook for MKTG 410. Any text that covers the required topics listed above may be utilized. Some examples of the appropriate texts include:
- Lovelock, Christopher and Jochen Wirtz, Services Marketing, People, Technology, Strategy, Prentice Hall.
- Gremler, Dwayne, Mary Jo Bitner and Valarie A. Zeithaml, Services Marketing, McGraw-Hill/Irwin.

7. Instructional Policies:

- Grading Policy:
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy

1 Please refer to the university website for the latest policy.
Policy on Classroom Behavior:
- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
- Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

Policies on Withdrawal, Late Withdrawals, and Incompletes:
- The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

Academic Integrity:
- Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

Campus Computer/Network Usage:
- Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

Disabilities:
- Disabled Students Services (DSS) is a student support service within the Student Services Division. Students that require special exam proctoring environments must contact DSS to make arrangements the first week of class (or earlier).
- The DSS office is located on the 2nd floor in the Administration Building, room SS/AD 270.