

Services Marketing MKTG 445

COURSE CONTACTS

Professor: Karen Becker-Olsen

Office Hours: M/Th by appointment

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*Note: email is the best way to contact me outside of class. I check and respond to email daily. If you need to meet with me please send an e-mail to set up an appointment

COURSE DESCRIPTION AND LEARNING OBJECTIVES

There is no doubt that the service sector of the world economy is growing and changing rapidly. In this course you will learn of the diversity and special needs of the service sector, with particular emphasis on the NPO and NGO sectors. Since no single conceptual model can serve to embrace the great variety of organizations within, you will study several different models that are relevant to various types of organizations and complete numerous projects related to various aspects of marketing. The goal of this course is to provide students with a strong foundation and well-equipped toolbox for evaluating, analyzing and leading service organizations.

The learning objectives of this course are to:

- 1) Students will be introduced to the concepts, models, and activities that relate to service marketing and will strategically analyze a service firm and design tactical recommendations for specific service situations.
- 2) Students will develop analytical skills via client interaction and activities as they work on various simultaneous projects serving in different roles for the projects.
- 3) Students will refine oral and written communication skills through exercises, formal and informal oral presentations and a reflective journal.
- 4) Students will be required to work with a group for several outside clients and manage their work team in a professional manner.

TEACHING AND LEARNING FORMAT

Our class meetings will revolve around mini lectures, readings, and industry speakers as well as a several client-based projects. As such you may meet in the library, the classroom, or even at client locations. Your consulting sessions will typically be self-directed and run as project meeting times.

Because this is a project oriented class, you will learn substantially less from the discussions and exercises, if you are not prepared. Additionally, you will be evaluated much lower by your project teams. Lastly, as we have industry speakers in to highlight key concepts and contemporary practices, it is important that you are prepared and ready to ask questions.

STUDENT RESPONSIBILITIES

I have attempted to include in this syllabus everything you need to know to successfully complete this course. I strongly recommend that you read every word before you do anything else for this course and that you reread the relevant sections carefully before preparing any assignment.

It is important that you come to class on time and that you are ready to contribute to the learning environment and your group. As noted, you should use out-of-class time for individual and small group preparation, so that you can use in-class time for supplementing your understanding and large group assignments. If you must miss a class, you

are to email someone in your group prior to class – if this is not possible, you must follow-up with your group. If you miss more than 3 classes during the semester, you must see me.

COURSE EVALUATION AND GRADING

Class Participation and Preparation (15 points)

As noted, every session of the course will involve interaction and I expect each class member to be prepared for every class. To reinforce this expectation, I will occasionally randomly select (i.e., cold call) a class member to comment on the topic of discussion, whether or not the student's hand is raised. The skills you acquire from participating in class and with your group will serve you well in your future positions, whether you pursue marketing as a career or not. Please remember that class participation will not be judged merely by the AIRTIME, but by the QUALITY of the comments you contribute to large group discussion and small group exercises. This grade will be assigned as follows:

Individual participation in class – 10 points

Group participation in projects – 5 points (based on various peer evaluations)

Google Adwords (15 points)

Each group will create a three –week adwords campaign for a service provider of your choice. This is a great opportunity for you to learn about adwords and apply the concepts learned in class to a real world project. It will require your group to be organized, creative and thoughtful. We will discuss the format and content throughout the semester and a complete description of this assignment will be available via the google documents related to adwords competition.

Yellow Pages Advertising (10 points)

For this project your team will be required to develop several advertisements for a Landscaping business. All materials for this project are available at: http://www.ypa-academics.org/cc/compet_download_creative.html. You will be responsible for not only completing the advertisements for submission, but also for formulating a brief that encompasses the additional questions and content in the supplemental material.

Plasma Machine Preliminary Marketing Plan (10 points)

This is a large group activity in which we will prepare a SWOT and segmentation analysis for a new product/service. This is a "new to the world" service as the treatment is delivered by a new machine, currently under review at the FDA that emits a focused stream of plasma-based molecules that facilitate tissue repair. We will look at the external factors that will impact the successful introduction, with particular emphasis on customer segmentation, consumption/decision making model, and competition. Small groups will prepare individual segments and then the entire class will develop a more comprehensive proposal and presentation.

Day of Service Event (15points)

This is a small group activity in which groups will compete against each other to see who develops and implements the "best" day of service event to benefit the Bonner Center. Each group will develop a "Day of Service" event that they actually run and raise funds. The events will be judged on creativity, scalability, replicability, and efficiency.

Isle Project (15 points)

Ilse was founded in 1981 by students and faculty of Princeton University, and is an award-winning nonprofit community development and environmental organization, with a mission to foster self-reliant families in healthy, sustainable communities. Our class will break into teams that will assist one of the key service areas in some marketing/management related task. Visit the site isles.org to learn more about the organization.

Client Projects (20 points)

These are various projects in which you meet with an outside client and prepare a report and other materials based on your specific client's needs. Clients include: Voicare, The Center for the Arts, Princeton Scoop, and

Princeton Partners. All projects are large in scale, but have various components that will be set with discussions between you and the client.

Grading Policies

Make-up Policy – Generally, there are no make-up options for missed work.

If you miss a project due to illness or injury, a make-up will not be scheduled for you unless I receive a letter from your doctor (on letterhead) indicating the date and time of the medical problem that prevented you from participating in the project. Given the nature of the work in this class, only long-term illness will even be considered as an excuse.

Extra-Credit – There are no options for extra credit work. You have plenty to keep you busy throughout the semester. Focus on the assigned material.

Quality of Work

Students are graded on the quality of the work they submit, not how long it took them to prepare that work. While I very much appreciate hard work and it is usually necessary to work hard in order to produce high quality work, effort alone is not sufficient for a good grade and it is virtually impossible for me to grade effort. It is likely that to a few of you, the grading in this class will seem harsh. You are here because you are exceptional students, but that also means the school expects a lot from you. Although I am responsive to students who need extra assistance, the standards are high and should be. That's why TCNJ students are so highly regarded and what makes your degree valuable. Further, in that we are “working” for an external client, a high degree of quality and professionalism is required. In many cases you will be required to revise your work four or five times until it is ready to be turned in to a client. There is no option for work other than that of superior quality.

Please let me know immediately if you have any problem that is preventing you from performing satisfactorily in this class. If you have a documented special need that may affect your performance, please let me know immediately, so that we can make arrangements to accommodate your needs now, rather than at the last minute.

Grading Appeals

If you feel that a calculation or judgment error has been made in the grading of an assignment or quiz, please write a memo describing the error and give it to me (in class or my mailbox) **with the original graded document**. If it is a judgment issue, also **include documentation** in support of your opinion (e.g., a photocopied page from the textbook with the relevant information highlighted). I will review the materials and get back to you within 1 class. Please note that any request for reassessment of a grade usually results in a re-grading of the ENTIRE assignment or test. (This means that if errors are detected in the grading of other sections, they will also be corrected, whether they are in your favor or not.)

You have **one class** after an assignment has been returned to submit a grade rebuttal. After that date, no rebuttals will be accepted. If you are late picking up your assignment because you are not in class, you will **not** receive extra time to turn in a grade rebuttal.

Grading Distribution

Please check your grades on SOCS. For final grades I will use a standard distribution: 92-100 A, 90-91 A-, 88-89 B+, 82-87 B, 80-81 B-, 78-79 C+, 72-77 C, 70-71 C-, 60-69 D, and lower than 60 F.

The following provides the criteria for how written assignments will be evaluated:

A Superior and rigorous analysis of the problem, showing exceptional understanding, appropriate analysis, and the ability to apply such analysis to a broader context. Additionally, coherent, concise, grammatically correct material will be expected. For the client project, exceptional teamwork, including: motivating others, providing leadership, and consistently participating in all activities will be exhibited.

B Above average analysis of the problem presented, showing clear understanding, the appropriate analysis, and the ability to apply such analysis are required. Coherent, generally concise and grammatically correct written

presentation is necessary. For the client project, above average teamwork, including: motivating others, providing leadership, and consistently participating in all activities at an above average level will be exhibited

C Acceptable analysis of the problem, some understanding of the problem and an acceptable analysis are required. A written presentation that lacks clarity or conciseness with some grammatical or spelling errors is evident. For the client project, average teamwork, including motivating others, providing leadership, and consistently participating in all group activities at an average level will be exhibited.

D Unacceptable or incorrect analysis, little understanding and or the appropriate analysis are exhibited. The written presentation and analysis is poorly structured with numerous grammatical or spelling errors. In addition, the client project will display below average teamwork and participation in the group's efforts.

Academic Integrity

Academic Integrity is a must. Cheating and plagiarism will not be tolerated and will result in the grade of "F" for the assignment or quiz for all parties involved.



GENERAL INFORMATION

Getting the Information You Need

I will use three methods – in class, the course web-site and through e-mail – to make announcements of such things as syllabus revisions, updates of the lecture slides, details on assignments, grade breakdowns, and any other important information about which you need to be aware. Not every announcement will be made both ways. It is your responsibility to check your e-mail and the course web-site news section at least once a day during the week (Monday through Friday) and you will be expected to be aware of any e-mail announcements I make within 24 hours of the time I send the message. If for some reason you are not able to check your e-mail, find out from a classmate whether I sent anything you need to know about. It is also your responsibility to be aware of all announcements and handouts given in class.

If you have trouble hearing in class because of distractions around you, quietly ask those responsible to stop. If the distraction continues, please let me know. It is often not possible for me to hear such things from my position in the classroom.

*Staple
your photo
here*

Your Name: _____ Section time: _____
ID#: _____ School _____
Home phone #: _____ Work phone #: _____
Major(s): _____ Expected graduation _____

1) Please read the following statement and indicate your agreement by providing your signature below. (Before signing you should be sure to read the syllabus thoroughly):

“I have read this syllabus thoroughly. I understand and agree to the requirements associated with this course.”

Signature

Date

2) List here any classes you will miss for religious observance or sporting activities:

3) What are your 5 and 10 year career goals? (Use the back if you run out of space.)

4) What is your recent work experience?

5) Tell me something else about yourself that is important to you and/or makes you unique (your interests, hobbies, background, talents, collections, etc.)