

**Florida Gulf Coast University**  
**Lutgers College of Business**  
**Marketing Department**  
**MAR 4841 CRN 12649 Services Marketing**  
**Spring 2020**

Course name: Services Marketing  
Class schedule: Wednesday, 1:30 pm- 4:15 pm  
Course mode: On campus, face-to-face meetings  
Classroom: Lutgers Hall, Room 2208  
CRN: 12649  
Credit hours: 3

Instructor: Dr. Maher, Ph.D., Associate Professor of Marketing  
Office: Lutgers Hall 2300  
Phone: (239) 745 4327  
Office hours: Monday and Wednesday 9:20 am – 11:20 am  
Friday, 10:20 am – 11:20 am  
By appointment

Email: Canvas (only send me messages through Canvas)

**Catalog course description:**

Prerequisite: MAR 3023 with a minimum grade of C.

The selection, development, execution, and measurement of marketing strategies in service organizations, including the strategic and tactical differences in the marketing of services from those methods used in traditional product marketing.

**Course objectives:**

Upon completion of this course students should be able to:

1. Understand the unique challenges involved in marketing and managing services.
2. Identify differences between marketing in service versus manufacturing organizations.
3. Identify and analyze the various components of the “services marketing mix” as well as key issues required in managing service quality.
4. Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
5. Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management.

## **Course materials:**

### **Required text:**

*Services Marketing, 7<sup>th</sup> Edition* by Zeithaml, Bitner and Gremler, ISBN: 9780078112102

On Line Simulation: Benihana V2 by Harvard Business Publishing (One license is required per group)

### **Canvas:**

Course materials will be available within Canvas. You can access Canvas using the Internet at the website <https://fgcu.instructure.com/login/ldap>. The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu).

### **Outside readings and/or journal papers:**

Outside readings and journal papers may be provided for class sessions as determined by the instructor. You may be required to find published readings through FGCU libraries.

### **Course format:**

A combination of discussions, lectures, and videos will be used in this course. The lectures will cover the assigned topics but will **not** necessarily present the material as covered in the text. You are expected to **attend all classes** and be prepared to discuss the readings during class. You may be called upon during class. It is your responsibility to attend class, participate in discussions, and take notes. **PowerPoint slides will be posted after class, are not comprehensive and are not a substitute for the textbook.** You are expected to take your notes.

### **Grading:**

Your grade will be based on quizzes, assignments, inclass activities, individual assignments and a project.

### **Exams:**

There are 4 exams. The questions on the exams are application based and assess your ability to apply the theories and concepts discussed throughout the semester. The exams will be based on the course content discussed during class.

Make-up exams will be administered only under extreme circumstances (meaning authorized and excused absences); documentation will be required. See

<https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9>

for more information on the appropriate documentation for authorized and excused absence. Make-up exams may contain different questions and may contain only essay and short-answer questions. Make-up exams include any exams administered outside of the dates on our course

schedule. Make-up exams will not be offered due to travel reasons. Make-up exams will only be administered at the end of the semester during the week of final exams.

If something (extraordinary and deemed by me as an acceptable excuse) prevents you from taking an exam, you should notify me **BEFORE** the exam starts and we can make alternative arrangements. If I am not contacted in advance I will reserve the right to grant a failing grade of F for the exam.

If class is cancelled on a scheduled exam day, the exam will be administered the next scheduled class day. If you are late to an exam, you may not be able to take the exam. You may be assigned or reassigned seats for exams. You may be asked to remove food, drinks, and other unnecessary items from the testing area. In addition, you may be asked to remove any hats, technologically-advanced devices (such as smart watches), etc. during exams.

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms before the end of the second week of classes. You may provide the forms to me during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

### **Participation**

Participation is evaluated based on your active involvement in class discussions and in class activities will be used. These in class activities will include applications, debates, games and discussions.

### **Assignments**

Assignment instructions will be posted to Canvas a week before it is due. The assignment submission should not exceed one single spaced page (1 inch margins, and 12 point times new roman). You will be evaluated on the effort that you put into trying to relate the concepts we discuss in class to the assignment.

The rubric used to evaluate the assignments is available on CANVAS.

The purpose of the assignment is to prepare students to discuss the assignment in class. Make sure you bring a copy with you to class, the day the assignment is due.

### **Group Project**

The group project will involve applying the gaps model to an existing small business. Avoid applying this model to services provided by large corporations. You must make sure to get my permission regarding the business that you have chosen before starting. The group size involves 3 to 4 group members. Peer evaluations will be used to adjust your grade. Peer evaluations will be used to adjust your project grade either upward or downward. Your grade may be adjusted within an interval of 20% plus or minus your team grade. For example, if your team gets 80% for the simulation your individual grade may range between 64% to 96%.

### Simulation

A simulation will be played in class to learn about balancing capacity and demand in a service industry. One license is required per group. This simulation must be completed in class. Each group will consist of 2 to 3 students. The student must attend the entire class to earn credit for complete the assignment.

### Verification of Attendance

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas by the due date**. You should read the syllabus before completing this.

### Late work:

Late assignments are not accepted, and grades are calculated based on the highest 3 assignments. If you miss an assignment then I will consider it your lowest grade and will drop it from your grade calculation. You should be submitting assignments on time.

### Course grade:

The grade distribution\* will be as follows:

Description	Percentage
Exams (4 total)	52%
Participation	14%
Individual Assignments	10%
<b>Project</b>	
Final paper (15%)	18%
Presentation (3%)	
<b>Simulation</b>	6%
<b>Total</b>	<b>100%</b>

\*The final points for this course may vary depending on class progress and university closures. The total points will be adjusted accordingly for final course grade calculations.

Final course grades will be assigned according to the following:

A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

It is expected that grades will be assigned on a straight scale. However, curving may be undertaken if necessary.

### **Technology issues:**

If you experience any **Canvas issues, you need to contact the Help Desk** at 239-590-1188, [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu), or <http://www.fgcu.edu/technology.asp>. If the Help Desk is not available, you need to submit a ticket (click on "help" underneath the login information on the Canvas login site) and let them know about your technology issue.

I highly recommend that you work ahead of time and submit assignments in a timely manner. Technology issues and procrastination are not a good combination.

Note: If you contact me with a technology-related question, you will be asked to provide a ticket (Canvas help desk) before your concern is escalated.

### **Grade appeals and incompletes:**

#### **Grade appeals:**

Any exam or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades distributed in class and posted on Canvas, you will have up to 2 weeks to meet with me regarding your grade. More than 2 weeks after the grade posting on Canvas, you will **not** be able to meet with me and **appeal** the grade for that particular exam or assignment.

#### **Incompletes:**

An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency). For more information on incomplete grades, go to <http://www.fgcu.edu/CoB/grades.html>.

#### **Attendance:**

Regular and punctual attendance is both expected and mandatory for this class. **If you miss class, you are responsible for obtaining all notes and announcements that occurred when you were absent from class.** I will **not** provide handouts, detailed notes, or detailed slides for any reason (even if you have authorized or excused absences). Attendance will be recorded for university records. If you are late, you may not be allowed to sign the attendance sheet. Signing the attendance sheet for another student is dishonest and may result in negative consequences. For information about absences, see

<https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9>.

### **Student communications and conduct:**

You are expected to act in a professional manner reflecting the norms of conduct of the corporate workplace. You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct

([http://www.fgcu.edu/generalcounsel/files/regulations/FGCU\\_PR4\\_002\\_Student%20Code%20of%20Conduct\\_06\\_17\\_14.pdf](http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf)). You are responsible for knowing and adhering to the provided guidelines.

**Academic behavior standards and academic dishonesty:**

Students at Florida Gulf Coast University have the responsibility to practice academic integrity. Students who engage in activities such as cheating, plagiarism and knowingly furnishing false research data will subject themselves to violations of the Student Code of Conduct and could result in dismissal from the Marketing Program. Students are also expected to comply with all requirements and expectations for behavior as laid out in the course syllabus. Faculty reserve the right to use anti-plagiarism software to analyze papers and other written works. For more information on university behavioral and academic standards, the Conduct Process, and the Academic Integrity Process, see the [FGCU Student Code of Conduct](#).

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

All exams and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to <http://studentservices.fgcu.edu/StudentConduct/> and [http://www.fgcu.edu/generalcounsel/files/regulations/FGCU\\_PR4\\_002\\_Student%20Code%20of%20Conduct\\_06\\_17\\_14.pdf](http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). The policies outlined on this website and PDF file will be followed. This is from section E Prohibited Conduct, pages 5-6 of FGCU's Student Code of Conduct and Student Conduct Review Process:

1. Academic Dishonesty

a) Cheating, includes, but is not limited to:

- 1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
- 2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;

- 3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
  - 4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
  - 5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
  - 6) Communication to another through written, visual, electronic, or oral means.
- b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.
  - c) Falsifying or misrepresenting your academic work.
  - d) Plagiarism: using work appropriated without any indication of the source.
  - e) Knowingly helping another student violate academic behavior standards.

The term “cheating” includes, but is **not** limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term “plagiarism” includes, but is **not** limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “copying and pasting” from other sources, even if properly noted, does **not** meet the criterion of submitting your own work and will possibly result in a failing grade for the course. You are expected to demonstrate honesty in your academic pursuits.

It is your responsibility to **avoid sharing your work** with others. You are equally responsible for academic dishonesty if you choose to share any of your work with others. If you do share your work with others, this will be treated as academic dishonesty and you may earn a failing grade for the assignment, exam, or entire course.

**Not being honest about your online activities** is academic dishonesty and will be treated as such.

**Signing in for others or having others sign in for you** (on the attendance sheet) is academic dishonesty. Any incidences of students signing in for others or have others sign in for them will be treated as academic dishonesty.

If you engage in academic dishonesty, you may earn a **failing grade for the assignment/exam and possibly the entire course.**

**Electronic devices:**

All electronic devices are to be silenced during class.

Audio/video recordings of any part of the lectures or class activities is **NOT** permitted. Any student found to violate this policy will be administratively dropped from the course. The sole exception to this is a student who qualifies through the Office of Adaptive Services and this student must apply for permission through that office prior to any recording.

No photographs may be taken of lectures or presentation materials.

You are allowed to use tablets, netbooks, and laptops during class meetings. You should be using these electronic devices for coursework. This is a privilege; I reserve the right to change this policy as necessary. I will call you out for using mobile devices if it is not for academic purposes. Non-academic purposes include texting and surfing the Internet.

**Canvas learning management system and demonstration site:**

Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

**Library resources:**

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts:

<http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

**Lecture Capture Technology/FGCU Capture – Classroom recording:**

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>.

**Information on General Education program requirements:**

Available at [http://www.fgcu.edu/General\\_Education/index.html](http://www.fgcu.edu/General_Education/index.html).

**University nondiscrimination statement:**

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression,



marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is [OIEC@fgcu.edu](mailto:OIEC@fgcu.edu).

**Disability accommodations services:**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

**Counseling and Psychological Services:**

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at [www.fgcu.edu/caps](http://www.fgcu.edu/caps) for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

**Student observance of religious holidays:**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Office hours:**

My office hours are listed on the first page of this syllabus. Due to exam schedule conflicts, I do not have office hours during finals week. If you do not show up for a scheduled appointment

outside of my regular office hours, I will not schedule any more appointments with you outside of my regular office hours. You will need to see me during regular office hours.

**Disclaimer:**

The syllabus may be modified at the instructor's discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

**To be successful in this course:**

1. Read the course textbook and other assigned materials.
2. Attend all class meetings and come to class prepared. If you must miss a class meeting, it is your responsibility to contact classmates and get information.
3. Take notes.
4. Note all exam and class meeting dates in your planner. Check your planner daily. If you use a monthly and weekly planner, it is a good idea to mark all important dates on both the month and week pages.
5. Review and use study methods you may have encountered in other classes or preparatory college courses.
6. If you are not familiar with Canvas, it is your responsibility to practice using it and learn how to use the various functions and tools of Canvas.
7. Check Canvas daily for updates.
8. Sign up for notifications from Canvas. When you sign up for this, you will receive notifications regarding updates for this course.

**Tentative schedule:** We will attempt to stay as close to the following schedule as possible. However, it **may be adjusted** to accommodate class progress, university closures due to emergencies or to take advantage of guest speakers, if the opportunity should arise.

**Notes:**

<sup>a</sup>All assignments are to be completed on the due dates listed by 12 pm (noon) (unless noted otherwise).

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment Due</b>
1	8-Jan	Syllabus and Introduction / Chapter 1	
2	15-Jan	Chapter 2 /3	
3	22-Jan	Chapter 4 + Case	Case 1
4	29-Jan	<b>Exam 1</b> , Chapter 6	
5	5-Feb	Review + Group time, Chapter 7	
6	12-Feb	Chapter 7. Chapter 8	
7	19-Feb	Chapter 9, Case	Case 2
8	26-Feb	<b>Exam 2</b> + Group time, Chapter 9	
	4 - Mar	<b>Spring Break</b>	
9	11-Mar	Chapter 10 and 11	
10	18-Mar	Chapter 11 and 12	
11	25-Mar	Case, <b>Exam 3</b> , Group Time	Case 3
12	1-Apr	Chapter 13 and 14	
13	8-Apr	Chapter 14, Project time, case	Case 4
14	15-Apr	<b>Presentations</b>	
15	22-Apr	<b>Simulation</b>	Group Project
16	29-Apr	<b>Exam 4</b> 12:30 pm – 2:45 pm	