

Management 489 – Marketing of Services

Course Syllabus

Spring 2016

Instructor: Mr. John Reed, Lecturer

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Office Hours: Monday and Wednesday, 3:30 pm to 5:15 pm
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and by appointment

Administrative

Assistant: Ms. Bobbie Murray, ASM 2162, 277-8438, bmurray@unm.edu

Class Web Page: All announcements, assignment instructions, slides and grades will be posted on UNM Learn and/or distributed in class.

Textbooks: *Service Management and Marketing*, Fourth Edition
John Wiley & Sons, Ltd.
Christian Gronroos
ISBN -13 978-0-470-02862-9

Available at UNM Campus Bookstore or Online

Course Description:

This course is designed to familiarize students with the differences inherent in the management and marketing of organizations focused more on the delivery of services versus products. Additionally, it focuses on the service components of product marketing.

Course Objectives:

The overall objective of the course is to provide students with a broad knowledge of the role and application of services marketing.

After completing this course, students should be able to:

- Understand and clearly describe the differences between product marketing and service marketing as they relate to an organization's marketing mix.
- Gain an appreciation for the dynamic environment in which service marketing decisions must be made.
- Understand the process of developing and implementing a marketing strategy focused on the delivery of services.
- To understand positioning and Integrated Marketing Communications as they relate to services marketing.
- Understand the implications of a service marketing orientation.
- Understand the necessity for and value of ethical marketing behavior.

Course Prerequisites:

MGMT322 – Marketing Management

Online Resources:

Course information and documents are available for viewing and/or download from UNM Learn at learn.unm.edu.

Academic Integrity:

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate or plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of this code of conduct will result in the imposition of the maximum sanctions allowable. For a full text of Anderson's Academic Honesty Code, visit mgt.unm.edu/honesty.

Course Requirements and Grading:

The course grade is based on a combination of exam scores, class attendance and participation, and a variety of in-class and homework exercises assigned throughout the semester.

Grades will be determined based on the following criteria:

GRADING	
Requirements	% of Grade
Attendance & Demeanor	25%
Class Participation	15%
In-Class Activities, Quizzes and Homework Assignments	20%
Three Exams (Including Final Exam)	40%
TOTAL	100%

Attendance & Demeanor:

- Attendance is based on being in class and being on-time for the start of each class session.
- Demeanor reflects your attention during class, demonstrating the proper respect for the class and your classmates and avoiding any distracting behavior.

Class Participation:

- When called upon, to demonstrate that you've read the assigned materials and understand them.
- Actively participating in classroom discussions.
- Asking thoughtful questions and making relevant comments.

In-Class Activities:

- Will consist of role plays, case studies, take-home assignments, brief quizzes and some group projects.

Exams:

- Exams will be given after we've completed review of: Chapters 1-6, Chapters 7-12 and Chapters 13-17 (Final Exam, which will focus on these five chapters and be comprehensive).

Course grades will be assigned according to the following schedule:

98% +	= A+
94% - 97%	= A
90% - 93%	= A-
88% - 89%	= B+
84% - 87%	= B
80% - 83%	= B-
78% - 79%	= C+
74% - 77%	= C
70% - 73%	= C-
60% - 69%	= D
59% -	= F

Attendance and Demeanor:

Students are expected to attend every class. Attendance will be taken at the very beginning of class - anyone arriving late will be marked absent and you must see me after class to change this to a 'late' mark. Only documented, University-approved excuses will be accepted for absences. You will be allowed two unexcused absences, after that, each additional absence will result in a reduction in your attendance grade. Attendance and your overall classroom demeanor will account for twenty-five percent of the course grade.

Participation:

Participation will be worth fifteen percent of the course grade. Student participation will be evaluated in terms of quality, not just quantity. Students must participate in discussions and activities; however, students who talk a lot but include little relevant content or thoughtful contribution in their comments will not receive full points for participation. **Note that thoughtful and meaningful participation requires good preparation – that requires reading the assigned chapters BEFORE the class in which they are due.** I may call on students in class, and those who are unprepared and unable to answer questions or participate in the discussion can expect to have their participation grades lowered. Participation also requires being fully attentive and active in any in-class activities and not relying on others to carry the bulk of the activity.

In-Class Activities and Homework Assignments:

Throughout the semester, a variety of graded in-class activities and homework exercises will be assigned, and these assignments will be averaged to be worth twenty percent of the course grade. Some will be announced in advance, others will be assigned on the spot. No “make-ups” will be allowed for missed graded in-class activities unless documentation is provided for a University-approved absence. Homework (not-in-class) assignments will be posted to UNM Learn. It is your responsibility to check for them if you miss a class session.

All assignments must be turned in *at the beginning of class* the day they are due – no late assignments will be accepted – NO EXCUSES.

Exams:

There will be three exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of marketing concepts and ability to apply these concepts to real-world problems. The final exam will be comprehensive and will cover Chapters 13-17 in your text, plus all materials we’ve previously covered.

No “make-ups” are given for any of these exams unless the student presents documented evidence of a valid university-approved absence. These include: (1) participation in an approved field trip or other official UNM activity (e.g. athletics, debate, AMA conference, etc.); (2) confined under doctor’s orders; (3) granted leave of absence from UNM for reasonable cause by an academic dean. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation).

Classroom Policies:

I expect students to treat this course like a job: Be professional in your speech, your writings (including email), and your behavior; be on time; and be prepared. Any behavior (ringing phone, texting, playing games on your laptop, working on materials for a different course, consistently arriving late, conversing with those around you, etc.) that would be deemed inappropriate in a formal business meeting is inappropriate in class. It is particularly annoying to me when students leave class and return during a session or leave early without letting me know in advance the reason for doing so.

Failure to adhere to standard classroom policies will result in you being dropped from the course, regardless of where we are in the semester.

ADA Statement:

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

Inclement Weather:

A number of communication methods are available for notification to faculty, staff and students in the event of inclement weather. Among the notification methods that will be utilized are the UNM home page, the All University list serve, UNM News Minute, open/closure notice, the Snow Hotline (277-7669) and the TextMe emergency notification system (for those subscribed).

Help Sessions:

Students who desire help in studying for exams or preparing homework assignments or projects are encouraged to meet with me during my regularly scheduled office hours or by scheduling an appointment. Although I am very willing to meet with students outside of class to clarify points or provide study suggestions, I will not repeat the lectures outside of class, loan my notes to be copied or be a private tutor.

UNM offers programs where you can get help from a tutor. If you need help, let me know or contact your advisor.

I encourage you to make an appointment to see me if you incur any difficulties with the course – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it will be too late to take any effective action.

Revisions:

Any component of this syllabus is subject to change at the discretion of the instructor. All changes will be announced during a scheduled class period and be posted on UNM Learn.