

SEMESTER AT SEA COURSE SYLLABUS

Voyage: Spring 2013

Discipline: Marketing

SEMS 3500: Services Marketing

Upper Division

Faculty Name: Wade Lancaster, PhD

Pre-requisites: None

COURSE DESCRIPTION

Few services trends are as significant as the globalization of the services economy. Global expansion has required service organizations to familiarize themselves with the many cultural differences that might affect their global operations. Factors such as the major religions in a country, the political parties who exert influence or control in the country as well as the amount and types of resources that are available influence the type of and level of development of the service economy in a country. This course gives students a theoretical and practical understanding of services marketing and e-marketing by commercial, as well as non-profit organizations. It presents concepts and frameworks necessary for understanding the nature of service organizations' marketing activities and how those activities differ from one country to another. Emphasis is placed on developing an understanding of the decisions marketing managers have to make, the tools available to assist them in making those decisions, and how these tools can be applied to the solution of marketing problems faced by service organizations.

COURSE OBJECTIVES

Building on a set of core services marketing concepts and frameworks students will be able to analyze and evaluate various marketing related situations face by service organizations. This course will help students master such basic skills as communication, analysis, reflective thinking, ethical understanding, and multicultural understanding. It will also help with business management knowledge and skills such as, creation of value, domestic and global economic environment, and ethical responsibilities. Finally, it will help students improve on strategic decision-making for new information technology in marketing.

REQUIRED TEXTBOOKS

AUTHOR: Fisk, Raymond P., Grove, Stephen J., and John, Joby

TITLE: Interactive Services Marketing

PUBLISHER: Houghton Mifflin Company

ISBN #: 13: 9780618641808 and 10: 0618641807

DATE/EDITION: 2008/3rd

COST: List \$174.95, Wholesale \$129.25, Cengagebrain.com \$139.95, Used much less

TOPICAL OUTLINE OF COURSE

Day 1: Course Introduction

Understanding Services Marketing: Chapter 1 (Fisk, Grove, and John)

- Defining services and describing their characteristics
- Classifying services
- How does services marketing differ from physical goods marketing?
- How do services as products differ from facilitating services?

Thinking Globally: Chapter 15 (Fisk, Grove, John)

- Services and Culture
- Global trade services
- Export patterns of services
- Multilingual service systems

Field Assignment 1: (Hawaii) Due Day 4

Day 2: Frameworks for Managing the Customer's Experience: Chapter 2 : (Fisk, Grove, and John)

Components of the service experience

- Framing the service experience
- Comparing service experience frameworks
- Raising the curtain on the services theater

Quiz: Chapter 1

Day 3: Experiential exercises:

- classifying service businesses observed in Hawaii;
- exploring how the fundamental characteristics of those services influences their marketing.

Day 4: Leveraging the People Factor: Chapter 6 (Fisk, Grove, and John)

- Services employees and their behavior
- Empowering service employees
- Costuming service employees
- Maximizing service employee productivity

Quiz: Chapter 2

Field Assignment 2: (Japan) Due Day 7

Day 5: Managing the Customer Mix: Chapter 7 (Fisk, Grove, and John)

- Service customers and their behavior
- Customer-to-customer interactions
- Customer-to employee interactions

- Selecting and training customers
- Managing customer rage

Quiz: Chapter 6

Field Assignment 3: (China) Due Day 8

Day 6: Discuss Hawaii field assignment

Experiential exercises: Preparing for Japan

- Identifying service organizations known for empowering employees;
- Observing service workers who are wear a costume or uniform;
- Describing service encounters in which the service personnel exhibited maximum discretionary effort, and those that reflected a minimum effort;
- Monitoring the number of occasions when the behavior of other customers influences the mood of others in service setting;
- Observing customer behavior in restaurants

Day 7: Designing the Service Setting: Chapter 5 (Fisk, Grove, and John)

- What is a service setting?
- Key considerations in designing the service setting
- The service setting as a marketing tool
- Cyberspace as a service setting

Quiz: Chapter 7

Field Lab Assignment: (Shanghai) Due Day 9

Day 8: Planning and Producing the Service Performance: Chapter 4 (Fisk, Grove, and John)

- The service performance
- Supplementing the basic performance
- Differentiating the service performance
- Customizing the service performance
- Scripting the service performance
- Blueprinting the service performance
- The internet and service performance

Quiz: Chapter 5

Field Assignment 4: (Viet Nam) Due Day 10

Day 9: Discuss Japan and China field assignments and Shanghai field lab.

Experiential exercises: Preparing for Viet Nam, Singapore, and Malaysia

- Consider the service encounter that occurred when visiting a bank in either Japan or China to exchange U.S. dollars for local currency, develop a

- Service script, and a
- Simple blueprint
- Think about your service experience in this shipboard classroom, list as many factors as you can that affect that experience. After comparing your list with other class members, determine which factors are most obvious, least obvious, and most likely to be the result of backstage activities.

Day 10: Plugging into the Information Age: Chapter 3 (Fisk, Grove, and John)

- Services and the information age
- Empowering employees through technology
- Empowering the customer
- Enabling the interactive experience
- Capturing customer information
- Coping with negative impacts of services technology
- Challenges of using technology to manage customer interfaces

Quiz: Chapter 4

Field Assignment 5: (Singapore/Malaysia) Due Day 10

Day 11: Setting a Price for the Service Rendered: Chapter 8 (Fisk, Grove, and John)

- Why do service prices vary?
- Yield management in services
- Pricing objectives and approaches
- The relationship between service price and value
- Calculating service costs
- Price bundling
- Additional pricing considerations

Quiz: Chapter 3

Field Assignment 6: (India) Due Day 13

Day 12: Discuss Viet Nam, Singapore, Malaysia field assignments.

Experiential exercises: Preparing for India

- Identify a service experience that ineffective service technology made more difficult. Describe the service encounter in detail to highlight the role of technology. What could the service organization do to improve the service technology?
- Identify examples of organizations encountered since the beginning of this voyage that use price bundling and construct the various combinations of service features by which prices vary. What market segments are attracted to the bundle rather than to the individual service features?

Day 13: Promoting the Interactive Service Experience: Chapter 9 (Fisk, Grove, and John)

- Services and integrated marketing communications
- Marketing communications and services
- The promotional mix
- Advertising the service
- Sales promotions and services
- Personal selling and services
- Publicity and services
- Promoting on the internet

Quiz: Chapter 8

Day 14: Delivering Service Quality and Guaranteeing Services: Chapter 10 (Fisk, Grove, and John)

- What is service quality?
- How customers evaluate service quality
- Why and when to guarantee a service
- How to design a service guarantee
- What makes an extraordinary service guarantee?

Quiz: Chapter 9

Day 15: Discuss India field assignment.

Experiential exercises: Preparing for Africa

- Choose a service organization's marketing communications activities and analyze what it communicates to its customers through each of the various services marketing mix variables. Does it do a good job of integrating its marketing communications?
- Consider the concept of gap theory. Cite an example for each of the first five gaps encountered on this voyage.

Day 16: Regaining Customer Confidence Through Customer Service and Service Recovery Chapter 11 (Fisk, Grove, and John)

- The need for service recovery
- The steps to service recovery

Quiz: Chapter 10

Field Assignment 7: (Africa) Due Day 18

Day 17: Experiential exercises:

- An ocean front resort is concerned about their guests getting along together. College students, families with small children, and senior citizens all use the

resort. Conflicts often occur. Outline a compatibility management program to manage and reduce conflicts.

- A commercial window washing service is concerned because their defections rate has reached 15%. Outline a service recovery program they should use with business customers who call them to cancel their service.
- Semester at Sea has decided to install an unconditional guarantee as part of their defections management program. Write an unconditional guarantee that meets all of the tests of a good guarantee.

Day 18: Researching Service Success and Failure: Chapter 12 (Fisk, Grove, and John)

- Why is researching service success and failure necessary?
- Why is service success so difficult to achieve?
- Research methods for services
- Creating a service quality information system

Quiz: Chapter 11

Day 19: Discuss Africa field assignment.

Experiential exercises:

- Design a mystery shopper observation report form for visiting a restaurant. Propose how management can use the information obtained.
- Design a customer feedback card for a service encountered during this voyage. Explain the rationale behind the questions.
- Conduct a moment of truth impact analysis for a service encounter you have had on this voyage. Based on this analysis, provide some recommendations for service improvements.

Day 20: Developing Marketing Strategies for Services: Chapter 13 (Fisk, Grove, and John)

- Overview of marketing strategy in service organizations
- Scanning the environment
- Planning the services marketing strategy
- Positioning and service segmentation
- Marketing mix strategy
- Strategic challenges for services
- Service strategies for competitive advantage

Quiz: Chapter 12

Day 21: Experiential exercises:

- Using Semester at Sea (SAS):
 - Specify a sustainable competitive advantage
 - What barriers to imitation prevent the competitive advantage from being copied?
 - Identify the stage of the SLC within which SAS operates.

- Discuss the pros and cons of each strategy that is available to SAS
- Recommend a strategy
- Develop a positioning map for SAS

Day 22: Coping with Fluctuating Demand for Services: Chapter 14 (Fisk, Grove, and John)

- Why is services demand a problem?
- The nature of service demand
- Chasing demand with service capacity
- Smoothing demand to fill service capacity

Quiz: Chapter 13

Day 23: Thinking Globally: Chapter 15 (Fisk, Grove, and John)

- Entry strategies for global service markets
- Standardization versus adaptation of global services
- Technology and global services

Quiz: Chapter 14

Day 24: Quiz: Chapter 15

FIELD WORK

FIELD LAB

- The proposed field lab for this course will take place in Shanghai. Students will have an opportunity to meet and interact with marketing executives representing two different service organizations. The focus of this field lab will be the service organization's physical setting, which is the most controllable of all the elements contributing to the customer's experience. Students will learn from these executives how:
 - they ensure the setting performs well operationally and symbolically;
 - the physical environment impacts the service workers;
 - the setting establishes a competitive advantage;
 - the setting facilitates the service delivery process;
 - it is used to appeal to new or different target audiences.
- Students will write a paper, not to exceed 5 double spaced typed pages, that addresses the five issues listed above.

FIELD ASSIGNMENTS

- Students will complete 7 field assignments at the following ports of call: Hawaii, Japan, China, Viet Nam, Singapore/Malaysia, India, and Africa. The field assignments will consist of maintaining a reflective journal in which they will record their observations regarding a fixed set of criteria relating to service settings, service workers, and customers. An additional sub-set of varying observations related to the current class topics will be addressed for each assignment.

- Students will write a short briefing paper, not to exceed two double spaced typed pages, as well as sharing their observations as appropriate in class.

METHODS OF EVALUATION / GRADING RUBRIC

University of Virginia policy applies to the meaning and quantification of letter grades. The following tasks in this course total 100% of the final course grade: fifteen (15) quizzes; twenty-three (23) class participation days, plus one 8 hour field lab requiring attendance, participation, and a written a paper, not to exceed five (5) double spaced typed pages; seven (7) field assignments, requiring the maintenance of a reflective journal, and a briefing paper, not to exceed two (2) double spaced typed pages for each field assignment.

Quizzes (20 points each)		300
Class Participation (10 points each)		250
Field Lab		200
Field Assignments (7)		250
Hawaii	30	
Japan	30	
China	30	
Viet Nam	40	
Singapore/Malaysia	40	
India	40	
South Africa	40	

Guidelines for written assignments will be discussed in class. All written assignments will be judged on one or more of the following criteria: compliance with instructions, accuracy, insight, completeness, originality, creativity, quality of content, quality of delivery, and appropriateness of application of course terms, concepts, processes, and strategies, appropriateness of evaluation and recommendations, good business and ethical conduct. Other criteria may be employed as deemed appropriate.

Attendance and Absenteeism:

Semester at Sea and the University of Virginia regard student participation in class as essential to the learning process, therefore, regular classroom attendance is required of all students. It should be understood that absence does not excuse the student from course work and the responsibility to complete assignments on time. The instructor is not required to give make-up quizzes or accept class work missed as a result of an absence.

Class Participation:

Learning is an active behavior, with greater levels of activity resulting in more learning. Students are encouraged to actively participate by making meaningful contributions. This means that each student should come to class prepared for the scheduled activities, which includes having the textbook, reading the assigned chapter and other related materials, and completing required assignments.

Classroom Conduct:

In order to facilitate an appropriate classroom learning environment, the following rules of conduct will be enforced:

- Cell phones, pagers, PDAs, MP3 players and similar electronic devices are to be turned off and stowed during class.
- Respect for the person who is speaking. This applies equally to everyone in the class. There will be ample opportunity to be heard, especially when responding to a question posed by either the professor or another student, when asking a question, when volunteering useful information, and during group activities.
- Please do not talk while the professor is conducting class; when students are contributing to class discussion; when guest speakers are visiting; during videos; and at times when talking can disturb others in the classroom. Disruptive chatter or buzz will not be tolerated.

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."