

Semester at Sea, Course Syllabus  
Colorado State University, Academic Partner

**Semester:** Fall 2016

**Discipline:** Marketing

**Course Number and Title:** MKT 366 SERVICES MARKETING

**Course Level:** Upper

**Faculty Name:** GAIL AYALA TAYLOR

**Semester Credit Hours:** 3

**Prerequisites:** Principles of Marketing or Fundamentals of Marketing

## **COURSE DESCRIPTION**

Services are becoming the dominant economic driver in the U.S. economy; they are critical for gaining a competitive advantage in companies around the world and in all industrial sectors. The purpose of this course is to introduce you to services marketing as a separate and distinct area of marketing thought and practice and to help you understand its powerful influence in competitive markets. During this course, we focus our attention on marketing services based upon an in depth understanding of the service customer, realizing that there can be various types of customers in a service environment. Furthermore, we will discuss an overarching philosophy that stresses the importance of the integration of marketing, human resources, and operations within the service system. All course activities are intended to help you think about the effective delivery of service from a global perspective. Throughout the course, an emphasis is placed on marketing's role within the total organization.

An underlying assumption of this course is that students learn best and retain the most information through active participation in the learning process. Therefore, classroom sessions will consist of a mixture of short lectures, student discussions of assigned materials, case discussions, and active learning exercises.

## **LEARNING OBJECTIVES**

- Understand the unique challenges involved in marketing and managing services
- Identify marketing differences between service and manufacturing organizations
- Identify and analyze the various components of the "services marketing mix"-- the original 4Ps plus the physical environment, processes, and people
- Understand and discuss key issues required in managing customer satisfaction and service quality

- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery
- Consider the use of technology and innovation in service delivery
- Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/operations/human resource systems
- Examine "service" concepts and delivery from a global perspective

## REQUIRED TEXTBOOKS

AUTHOR: Jochen Wirtz and Christopher Lovelock  
 TITLE: Services Marketing: People, Technology, Strategy  
 PUBLISHER: World Scientific  
 ISBN #: 978-1944659011 (paperback)  
 978-1944659004 (hardcover)  
 (Students may purchase either version)  
 DATE/EDITION: 2016/8th

## TENTATIVE COURSE OUTLINE

### Topic/Assignments

*Depart Hamburg—September 10*

## PART I: UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS

**B1—September 13:** Course Overview

### **Introduction to Services Marketing**

Readings: Course Folder:  
 Bosses Seek 'Critical Thinking,' but What Is That?  
 By Melissa Korn

W&L:  
 Chapter 1  
 CASE: Sullivan Ford Auto World

**B2—September 15: Understanding the Service Customer**

Readings: W&L:  
Chapter 2

Video CASE: Priceline (No Advanced Preparation)

No Classes—September 16

**B3—September 18: Managing and Branding the Customer Experience**

Readings: W&L:  
Chapter 4

Preparing for Piraeus and Course Field Day

Assignment: Group Proposals Due by 5 pm

*Piraeus—September 19-23*

**Field Class—September 19: Creating a Memorable Service Experience:  
Learning from the Luxury Hotel Industry**

Marketing to the Internal Customer

Readings: Course Folder:  
  
W&L:  
Chapters 11 & 15

Visit to:

Athenaeum Intercontinental Hotel  
Athens Hilton

**B4—September 25: Services Strategy**

Readings: W&L:

## Chapter 3

### Course Folder:

In an Age of Privilege, Not Everyone Is in the Same Boat

By Nelson Schwartz

New York Times, 4/24/16

Singapore Airlines to End World's Longest Non-Stop Flights.

Kyunghee Park. Bloomberg. 10/25/12

Singapore Airlines to Drop World's Longest Flights. Ben

Mutzabaugh. USA Today. 10/25/12

Singapore to Challenge United with Nonstop US Flights.

Kyunghee Park and Justin Bachman. Bloomberg. 6/15/16

### Live cases: Cruise Industry and Singapore Air

### Preparing for Civitavecchia and Livorno

*Civitavecchia - September 26-28*

*Livorno – September 29-30*

**B5—October 2:**

**Group Work Day**

**Group Meetings with Professor Taylor (sign up in Moodle)**

**Assignment: Field Day Lessons Learned Write-up Due by 4:00**

**pm**

*Barcelona—October 3-7*

## Part II. APPLYING THE MARKETING MIX TO SERVICE

**B6—October 9:**

**Service Communication**

**Readings:**

**W&L:**

## Chapter 7

### Live Case: Disney Birthday Promotion

#### Preparing for Casablanca

*Casablanca—October 10-14*

#### **B7—October 16: Service Distribution and Pricing**

Readings:

W&L:  
Chapters 5 & 6

Course Folder:  
Amazon Finds a Partner for Air Freight Deliveries.  
By Greg Bensinger  
Wall Street Journal, 3/10/16

Kellogg's to Open All-Day Cereal Café in Times Square, Charging up to \$7.50.

By Kerry Burke, Jeanette Settebbre, and Larry McShane. New York Daily News. 7/5/16

#### Live Cases: Amazon.com & Kellogg's

#### **B8—October 18: Groups 1 and 2 Presentations**

#### Preparing for Dakar

#### **B9—October 20: Exam 1**

*Dakar—October 21-24*

## PART III: MANAGING THE CUSTOMER EXPERIENCE

**B10—October 26: Managing Supply and Demand**

Readings:

W&L:  
Chapter 9

Course Folder:  
As Pagers Proliferate, Even Tiffany Joins In  
By Lisa Pulitzer  
New York Times, 7/29/01

All-You-Can-Eat Breakfast at Tiffany's  
By Leigh Gallagher  
Forbes, 4/15/02

**Live case: Tiffany's**

No Classes—October 28

**B11 – October 29: Designing Service Processes**

Readings:

W&L:  
Chapter 8

Mapping/Blueprinting Exercise

**B12—October 31: Designing Service Processes**

Readings:

W&L:  
Chapter 8

**CASE: Shouldice Hospital**

**Preparing for Salvador**

*Salvador—November 1-6*

**B13—November 8: Managing Service Operations**

**Guest: TBD**

**B14—November 10:            Crafting the Service Environment**

Readings:                      W&L:  
   Chapter 10

**Preparing for Port of Spain**

**B15—November 12:            Exam 2**

*Port of Spain—Nov. 13-14*

### **PART III: STRIVING FOR SERVICE EXCELLENCE**

**B16—November 16:            Managing Relationships and Building Loyalty**

Readings:                      W&L:  
   Chapter 12

Course Folder:  
The Customer Experience Portfolio. Jennifer Rice. Forbes.

7/1/15

**CASE: Dr. Mahalee Goes to London: Global Client  
Management**

No Classes—November 18

**B17—November 19:            Groups 3 and 4 Presentations**

**B18—November 21:            Complaint Handling and Service Recovery**

Readings:

W&L:  
Chapter 13

Course Folder:  
JetBlue's C.E.O. Is 'Mortified' After Fliers Are Stranded  
By Jeff Bailey  
The NY Times, 2/19/07

**Exercise: A Tale of 3 Airlines**

**Preparing for Callao**

*Callao—November 22-26*

**B19—November 28:**

**Improving Service Quality and Productivity**

Readings:

W&L:  
Chapter 14

Course Folder:  
The Hidden 'Curse' that Undermines Customer Service and the  
Customer Experience. Micah Sullivan. Forbes. 2/14/16

A 'Wow' Customer Service Story, With Actual Life and Death at  
Stake. Micah Sullivan. Forbes. 5/27/16

**B20—November 30:**

**Improving Service Quality and Productivity**

Readings:

W&L:  
Chapter 14

**GAPS Exercise - Your Journey to Germany**

**Preparing for Guayaquil**

*Guayaquil—December 1-4*

**B21 & B22: Guest Instructor:**

**Professor Alva Taylor,  
Tuck School of Business at Dartmouth  
Director of Center for Digital Strategies**



**B21—December 6:**                    **Managing Marketing Talent under Uncertainty**

**CASE: Nolej Studios**

**B22—December 8:**                    **Marketing Services in the Age of Analytics**

**CASE: Legendary Entertainment**

**Preparing for Puntarenas**

*Puntarenas—December 9-13*

**B23—December 15:**                    **Groups 5 and 6 Presentations**

**B24—December 17:**                    **Service Culture, Leadership and Growth**

**Course Wrap Up and Review**

**Readings:**

**Course Folder:**

**Culture Eats Strategy for Lunch**

**By Shawn Parr**

**Fast Company, 1/24/12**

**“Delivering Happiness: A Path to Profits, Passion and Purpose,”  
Chapter 5 – Platform for Growth: Brand, Culture, Pipeline, (p.  
130-159) By Tony Shieh**

**“Winning Teams Winning Cultures,” Chapter 3 – Shadow  
Leader, (33-38) By Larry Senn and Jim Hart**

**Case: Dartmouth Coach**

**Study Day—December 18**

**B25—December 20:**                    **Final Exam**

**San Diego—December 22**

**FIELD WORK**

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and will be developed and led by the instructor.

## **FIELD CLASS AND ASSIGNMENT**

Title:

**Creating a Memorable Service Experience: Learning from the Luxury Hotel Industry**

Description:

This field class has two closely related components. The first component examines the marketing strategies, tactics and tools employed by a top global hotel company to design, create and consistently deliver a superior customer experience to their external customers (guests). The second component of the field class shows what happens behind the scenes to be able to get this done. Examining the strategies and tactics utilized by another top hotel company to market to their internal customers (employees) shows the careful integration of marketing, HR, and operations needed to be a world class service organization.

Academic objectives:

1. Understand the complexity involved in creating a service experience that is consistently delivered in multiple outlets, countries and over time.
2. Learn how service firms respond to and prepare for service failures.
3. Recognize the importance of key Human Resource functions (recruitment, selection, training, retention, motivation, teamwork) needed to prepare frontline employees to deliver exceptional customer service.
4. Be able to apply these concepts to other service industries.

**Evaluation:** Students will submit a written “Lessons Learned” analysis in which they reflect on the field day and on the observed marketing activities using the frameworks in the readings and materials discussed in class. More details pertaining to submission requirements will be provided in class.

## **INDEPENDENT FIELD ASSIGNMENTS**

**Group Project:** The goal of this assignment is for students to research and better understand how service issues vary across the globe and to share that understanding with the class. Students will work in self-selected teams (team size will be announced in class) to further explore a service marketing topic of interest to the team. Teams will design their projects in a way that adds to the overall class learning. Teams may choose to focus on a particular industry, a broad marketing concept applied specifically in a services context, or an important development in services marketing.

Below is a list of potential topic areas. Each topic will require teams to compare and contrast a service topic across three predetermined countries (listed below) along the voyage. Students should consider their interest in the topic, the focal comparison countries, their personal travel plans, the scheduled presentation date, and other course requirements/assignments when selecting their group. Each team is required to submit a topic proposal for approval on or before **9/15**. The proposal should include names of all team members, a detailed description of the proposed approach to examining the topic, plan for gathering in-country and out-of-country data, and a preliminary lesson plan. All students are **required** to deliver a portion of the presentation and a Q&A period must be incorporated within the presentation. No two teams can work on the same topic. In the event two teams inadvertently select the same topic preference will be given to the first team that submits their proposal for approval.

Options for Groups 1 and 2 – Present on 10/18

Comparison across: **Italy, Spain, Morocco**

- Service Advertising and Promotion
- Service Distribution
- Service Pricing
- Service Products
- Product Dominated Services

Options for Groups 3 and 4 – Present on 11/19

Comparison across: **Senegal, Brazil, Trinidad and Tobago**

- Servicescapes
- Marketing Services People Don't Want (mortuary, etc.)
- Service and the Not-for-Profit World
- Municipal Services (trash removal, recycling, water and sewage, etc.)
- Local Transportation Services (buses, subway, etc.)
- Shipping, Trucking, and Supply Chain Services

Options for Groups 5 and 6 – Present on 12/15

Comparison across: **Peru, Ecuador, Costa Rica**

- Higher Education
- Financial Services
- Professional Services
- Health Care
- Tourism

- Airlines
  
- Wild Card (any team can develop and submit an alternative topic for consideration)

**Evaluation:** It's your turn to teach! Each team is responsible for leading a 30 minute class discussion on their topic. A written paper is not required; instead students will be responsible for creating and delivering a comprehensive and interactive PowerPoint presentation. A key "take-a-way" slide must be incorporated in your presentation along with a bibliography containing your sources and suggestions for further recommended readings. In addition, each team must submit 5 multiple choice questions and 2 short answer questions to the Professor based upon the key elements/learnings delivered in the presentation. Teams will be evaluated based upon the depth of their analysis, quality of their presentation/delivery, level of engagement with the class, interactive components, response to audience questions, quality of supplemental materials, non-presenting student feedback, and a within group peer assessment. Each team member is expected to provide a significant contribution to each team's final project. Though this is a team project, individual grades may vary based upon peer feedback.

### **Learning Exercises and Case Analysis:**

During class we will use active learning exercises and case studies to explore course concepts. Many of these will require preparation work to be submitted prior to the start of class. You will be informed of the due dates for these deliverables in advance. Completion of this preparation work will count toward your class participation grade.

### **METHODS OF EVALUATION / GRADING SCALE**

Three equally weighted exams will be given throughout the semester. Exam format will be discussed in class. Be aware that there is more material in your assigned readings than we can discuss in class. Class discussions will cover the most important issues but may not cover everything in the assigned readings. Tests will place more emphasis on topics covered in class, but they will also include all assigned material.

Exam 1, 2 & 3 (15% each)	45%
Lessons Learned Field Day Assignment:	20%
Group Field Project	15%
Class Participation:	20%
Total Points:	100%

Students will submit their exams and lessons learned assignment using their student numbers, NOT their names.

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
94-96%: A	84-86%: B	70-76%: C	
90-93%: A-	80-83%: B-	60-69%: D	

## **ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM**

Attendance is required at all class sessions. You must notify the professor in advance of any unanticipated absence and take the initiative to make up missed work in a timely fashion. Active student participation in class is essential to the learning process and to the success of the class. To participate effectively students will read assigned materials and complete all out-of-class assignments prior to the beginning of class. With regard to in class participation, please note that you will be evaluated on the quality of your interaction, not necessarily the quantity. Please participate, and share your experiences/perspectives as long as they are relevant.

## **LEARNING ACCOMMODATIONS**

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation. A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations pre-voyage as soon as possible, but no later than July 19, 2016 to [academic@isevoyages.org](mailto:academic@isevoyages.org).

## **STUDENT CONDUCT CODE**

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative

commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, you may be required to submit a declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

## **ELECTRONIC COURSE MATERIALS**

Bosses Seek 'Critical Thinking' But What is That? An Important Skill for Young Workers Has a Variety of Definitions. Melissa Korn. Wall Street Journal. 10/24/14

Amazon Finds a Partner for Air Freight Deliveries. Greg Bensinger. Wall Street Journal. 3/10/16

In an Age of Privilege, Not Everyone is in the Same Boat. Nelson Schwartz. New York Times. 4/24/16

New Logo and Identity for Bombos by Infinito. Pop Goes the Hamburguesa. Armin. Brand New. 6/11/15

As Pagers Proliferate, Even Tiffany Joins In. Tiffany Pulitzer. New York Times. 7/29/01

All-You-Can-Eat-Breakfast at Tiffany's. Leigh Gallagher. Forbes. 4/15/02

Why is Under Armour's Biggest Olympic Star Wearing Nike? Eben Novy-Williams and Scott Soshnick. Bloomberg.

The Customer Experience Portfolio. Jennifer Rice. Forbes. 7/1/15

A 'Wow' Customer Service Story, With Actual Life and Death at Stake. Micah Sullivan. Forbes. 5/27/16

The Hidden 'Curse' that Undermines Customer Service and the Customer Experience. Micah Sullivan. Forbes. 2/14/16

Kellogg's to Open All-Day Cereal Café in Times Square, Charging up to \$7.50. Kerry Burke, Jeanette Settebbre, and Larry McShane. New York Daily News. 7/5/16

Singapore Airlines to End World's Longest Non-Stop Flights. Kyunghee Park. Bloomberg. 10/25/12

Singapore Airlines to Drop World's Longest Flights. Ben Mutzabaugh. USA Today. 10/25/12

Singapore to Challenge United with Nonstop US Flights. Kyunghee Park and Justin Bachman. Bloomberg. 6/15/16

JetBlue's C.E.O. is 'Mortified' After Fliers Are Stranded. Jeff Bailey. New York Times.  
2/19/07

Culture Eats Strategy for Lunch. Shawn Parr. Fast Company. 1/24/12

"Delivering Happiness: A Path to Profits, Passion and Purpose (2010)," Chapter 5 – Platform for Growth: Brand, Culture, Pipeline, (p. 130-159) By Tony Shieh

"Winning Teams Winning Cultures (2006)," Chapter 3 – Shadow Leader, (33-38) By Larry Senn and Jim Hart