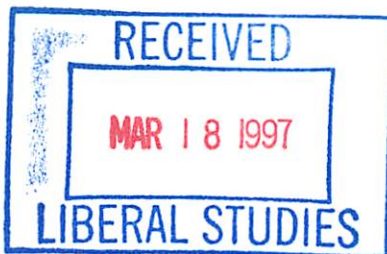


LSC Use Only
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Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 97-23d
Submission Date: _____
Action-Date: App 4/21/98
Senate app. 5/5/98

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Madan Batra/Krish Krishnan Phone 2522
Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

MK 437 **COURSE** Services Marketing
Suggested 20 character title

☒ **New Course *** MK 437 Services Marketing
Course Number and Full Title

☐ **Course Revision** _____
Course Number and Full Title

☐ **Liberal Studies Approval +** _____
for new or existing course Course Number and Full Title

☐ **Course Deletion** _____
Course Number and Full Title

☐ **Number and/or Title Change** _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☐ **Course or Catalog Description Change** _____
Course Number and Full Title

☐ **PROGRAM:** ☐ **Major** ☐ **Minor** ☐ **Track**

☐ **New Program *** _____
Program Name

☐ **Program Revision *** _____
Program Name

☐ **Program Deletion *** _____
Program Name

☐ **Title Change** _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] 2/25/97
Department Curriculum Committee

[Signature] 2/25/97
Department Chair

[Signature] 2/25/97
College Curriculum Committee

[Signature] 2/22/97
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

SERVICES MARKETING



- I. Catalog Description
MK 437 Services Marketing

3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Revised
97-23d

Prerequisite: MK 320

Focuses on current theories and applications of marketing techniques in the fast growing area of services in the business, government and non-profit sectors. Emphasis placed on characteristics of services and their marketing implications, and formulation and implementation of marketing strategies for service firms.

II. Course Objectives

The primary goal of this course is to prepare students to be successful marketing executives in an increasingly service-oriented economy. The specific objectives of the course are as follows:

1. To identify the unique characteristics of services and the special marketing challenges posed by those characteristics.
2. To solve marketing problems effectively by devising strategies anchored in a service-quality foundation.
3. To develop analytical and problem-solving skills.

III. Detailed Course Outline

- A. Characteristics of Services and Their Implications for Services Marketing (9 lectures)
1. Intangibility, variability, inseparability, perishability
 2. Implications for the consumer
 3. Implications for the service organization and marketing



B. Foundations for Services Marketing (6 lectures)

1. Classifying Services to Gain Strategic Advantage
2. Problems and Strategies in Services Marketing
3. Service Design
4. The PIMS principle--Linking Price, Quality and Value

C. Marketing Strategies for Service Firms (15 lectures)

1. The Quest for Service Quality
2. Measuring Service Expectations
3. Measuring Service Perceptions
4. Measuring Service Potential
5. Measuring the Needs of the Service Consumer

D. Marketing Implications for Service Quality Delivery (12 lectures)

1. Managing and Exceeding Customers' Expectations
2. Maximizing Services Marketing Potential
3. Service Quality Delivery into the Twenty-first Century

The final examination or culminating activity will be service marketing projects presented by students.

IV. Evaluation Methods

The final grade for the course will be determined as follows:

- 50% Examinations. Two exams during the term consisting of essay questions.
- 20% Service Journal and Report. Each student will prepare service journal entries for six weeks and prepare a final report on the service quality situation of the worst service delivery episode. The report will include a literature search and managerial strategies for improvement of that service.
- 30% Service Marketing Project. A team of students will collect and analyze data using a service quality assessment instrument. The final report will include a situational analysis of the service industry chosen and the service firm chosen, as well as a written analysis of the research findings and strategies for improvement based on service marketing management theory. In this regard the Professor will be responsible for interacting with and obtaining permission from the Institutional Review Board (IRB).

Grading:

A = 90-100	D = 60-69
B = 80-89	F = 59 and below
C = 70-79	

V. Required textbooks, supplemental books and readings

Leonard Berry and A. Parasuraman, Marketing Services: Competing Through Quality, The Free Press, 1991.

Christopher Lovelock, Services Marketing, Prentice Hall, 1993.

VI. Special Resource Requirements

Students will be responsible for the printing, distribution and collection of surveys used in the service marketing project.

VII. Bibliography

Stephen Brown, Evert Gummesson, Bo Edvardsson and Bengtöve Gustavsson, Service Quality: Multidisciplinary and Multinational Perspectives, Lexington Books, 1991.

Christian Gronroos, Service Management and Marketing, Lexington Books, 1990.

Sellers, Patricia, "How to Handle Customer Grips", *Fortune*, October, 1998

Katz, Karen, Blaire Larson and Richard Larson, "Prescription for The Waiting-In-Line Blues: Entertain, Enlighten, and Engage". *Sloan Management Review*, Winter 1991

Lovelock, Christopher and Robert Young, "Look to Consumers to Increase Productivity", *Harvard Business Review*, May/June 1979

Lovelock, Christopher, "Classifying Services to Gain Strategic Marketing Insights", *Journal of Marketing*, Summer 1983

COURSE ANALYSIS QUESTIONNAIRE

Details of the Course

- A1. This course will be an elective for students in the B.S. in Marketing program.
The course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in the content of other existing courses or programs in the department.
- A3. This course has been offered as a Special Topic course during the Fall 1994 term, Spring 1995 term, and Fall 1995 term. About 30 students, on an average, enrolled in the course.
- A4. Yes, the course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Other higher education institutions offer courses in services marketing.
For example, Arizona State University and Oklahoma State University offer "Services Marketing." (Catalog descriptions are attached.)
- A7. Not required by any professional society.

Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. This course does not overlap with any other courses at the University.
- B3. Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

Implementation

- C1. No new faculty are needed to teach this course. The course is currently being taught by the Marketing Department as MK481.
- C2. Current resources including space and equipment in the new Eberly College of Business building are adequate. The current library holdings also are adequate.
- C3. No grant funds are associated with this course.

- C4. The course will be offered every other semester.
- C5. One section of this course will be offered every other semester.
- C6. A maximum enrollment of 30 students will be accommodated in a section of this course.
- C7. No professional society has recommended enrollment limits for this course.

Miscellaneous

Because 70% of the U.S. work force is currently employed in the service sector of the economy, it is necessary for business students to have an understanding of the differences between the manufacturing sector and service sector. Because of the nature of what is being produced, special considerations in marketing are necessary for services. It is important for marketing majors in a competitive economy to have the knowledge of services marketing upon entry into the marketplace.