

Sam Houston State University
College of Business Administration
Department of Management and Marketing
Fall 2007

Course Number:	568 (EMBA, Web-based)
Course Title:	Services Management and Marketing
Prerequisites:	Graduate standing
Instructor:	Dr. Irfan Ahmed
Office:	SHB 236 W
Phone:	(936) 294-1276
Email:	<i>irfanahmed@shsu.edu</i>
Office Hours:	MO, WE: 12:30 – 1:30 pm; TU: 9:30 am– 1:30 pm, and by appointment
Required Texts:	Services Marketing, by Clow and Kurtz, 2 nd ed., Atomic Dog Publishing.
Other Materials:	Handouts provided in class and electronically via Blackboard and SamMail; 568 Weblog and discussion boards.

Course Description:

This course covers the areas of managing and marketing service businesses in particular, and the service component of all businesses. The focus is on the special characteristics of services, and the challenges in designing and managing all aspects of services towards attaining the organization's goals.

Course Objectives:

1. To understand the characteristics of services, and the structure of the service process.
2. To understand service design and implementation.
3. To understand the determinants of service quality and the process of service quality measurement.
4. To develop the ability to identify causes for service problems and breakdowns, and to develop methods of service improvement and recovery.
5. To understand the strategic and tactical programs for managing services for customer retention and strategic advantage.
6. To develop communication skills through written reports and presentation.

Course Components:

Students will be evaluated over the following components, with the respective number of points for each:

Two exams:	200 points (100 points each)
Case preparation and class/web participation:	100 points
Chapter assignments:	100 points
Research paper:	100 points
Service audit project:	200 points

Total	700 points

A total of 700 points is possible in the course. Your final course grade will be determined on the basis of total points obtained as follows:

630 – 700:	A
560 – 629:	B
490 – 559:	C
420 – 489:	D
Below 420:	F

No extra credit opportunities will be offered to individual students.

Exams:

Exams will cover conceptual content and a short case analysis. Answers must be well thought out and well-written. The student must demonstrate a grasp of the covered concepts, and ability to apply concepts to situations.

Case Preparation and Class/Web participation:

Students are expected to be prepared for case discussion and active participation in class and on web-discussion boards. Participation must be relevant, appropriate, and add to the class learning experience. Participation will be evaluated on quality and frequency.

Chapter assignments:

Each chapter will have assignments in the form of answering the application questions at the end of the chapter, and/or other questions provided by the Professor. These assignments must be submitted by the stipulated deadlines. Late submissions will not receive credit.

Research Paper:

This is an individual effort, requiring the student to conduct independent research on a services marketing and management topic of interest. Details will be provided in a separate handout.

Service Audit Project:

This is a group project requiring students to study a specific service organization in depth and prepare a report and presentation on their study. Details will be provided in a separate handout.

Religious Holy Days Policy:

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The tenth class day, of each scheduled class day that he/she will be absent for a religious holiday.

Students with Disability:

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

Class Conduct:

The class and web forums are to be treated as professional venues, and there is expectation of civility and decorum. Please ensure that mobile phones and other personal communication devices do not disrupt the class proceedings.

Academic Misconduct:

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated. Plagiarism detection software and web-sites will be utilized, and incidences of plagiarism will receive severe penalties, up to an F in the course.

Tentative Class Schedule

Date	Topic	Reading
C*: August 6	Course Introductions Introduction to Services Marketing	Chapter 1
C: August 8	The Purchase Process for Services	Chapter 2
C: August 10	Consumer Expectations of Services	Chapter 3
C: August 13	Service Quality	Chapter 4
C: August 15	Service Operations Management	Chapter 5
C: August 17	The Service Environment Exam 1	Chapter 7
W*: August 20-31	Managing People for Service Excellence	Chapter 6
W: September 4-14	Services Pricing and Distribution	Chapter 8
W: September 17-28	Competitive Strategy for Services	Chapter 10
W: October 5	Research Paper Due	
W: October 8-19	Service Supply, Demand and Productivity	Chapter 11
W: October 22- November 2	Customer Relationship Management	Chapter 12
W: November 5-9	Communications Strategy and Program	Chapter 13
W: November 12-30	Project Work; Project Report due November 2	
W: December 7	Final Exam	

C*: Class session W*: Web-based activities

MKT 568
PERSONAL INFORMATION SHEET

The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.

Name: _____ ID# _____
(Last), (First)

Phone(s): _____ E-mail: _____

Undergraduate Degree major: _____ from _____ year _____

Professional:

Presently work as: _____ with _____

Have worked as : _____ with _____ for ___ years

_____ with _____ for ___ years

Personal:

You are from _____

Your hobbies/interests are: _____

Your favorite leisure activities: _____

music: _____

reading: _____

TV show _____

web-site _____

Anything else about yourself that you would like to share with the Instructor: