

American University of Kuwait AACSB Model Syllabus

Course Prefix/Number: MRKT389-02

Course Title: Service Marketing

Credits: 3

Prerequisite: MRKT 200

Instructor: Hanan Arnous

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Time/Days: RU 3:30-4:45pm.

Building/Location: A201

Office hours: UR (4:45 pm-6:00 pm), and Tuesday (1:50pm-5:20pm)

Course catalog description: This course examines the theoretical foundations and practical application of marketing of services.

This course focuses on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and *sustain service excellence and provide customer value*. Also, this course examines broad issues in managing service businesses and the service component of manufacturing firms, a core theme is a how customer value is created. Topics include nature of service products, consumer behavior in service settings, service quality and satisfaction, developing service strategies, managing customer service, service scape strategies, service recovery and service technologies.

AUK Mission Statement

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment encouraging critical thinking, effective communication, personal growth, service, and leadership.

AUK College of Business and Economics Mission Statement

The College of Business and Economics prepares students through an American educational experience combining quality intellectual challenge and ethical professional practice for careers in Kuwait and beyond.

The focus is on:

- Developing business in Kuwait and the Gulf
- Supporting rigorous programs that foster excellence in business teaching and scholarship
- Working together to learn and disseminate socially responsible practices to advance society

Student Learning Outcomes: At the end of the course, the student should be able:

1. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner;
2. Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence;
3. Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way;
4. Identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications;
5. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.
6. Work effectively and efficiently in a team addressing services marketing topics.
7. Develop familiarity with the concepts of Services Marketing
8. To show that the characteristics of services affect a real-life customer experience.

9. Enhance students' abilities to apply target marketing strategies in various and specific marketing situations.
10. Develop an awareness and appreciation of research applicable to Services Marketing.

Program Goals:

This course emphasizes the following Bachelor of Business Administration learning goal:

Column 1	Column 2
Program Goal (Table 2.4)	Program Goals met in this course
Communication skills: possess effective professional writing skills appropriate in their fields; can make effective oral presentations supplemented by appropriate technology.	Whole- or small-group discussion, presentation, class assignment and group project will get students to interact with each other helps them tap into their interpersonal intelligence. This social skill will be important for students well beyond the classroom.
Ethical behavior and social responsibility: understand ethical and professional responsibilities of managers toward their organizations and toward society; recognize ethical dilemmas and formulate ethical strategies for dealing with those situations.	This is covered throughout the course in every aspect of services marketing activities, particularly in topics related to marketing mix strategies.
Global, regional, and multi-cultural aspects of business: assess global, regional and multicultural aspects of business operations and their impacts on business; understand how the various business functions must be adapted in different international environments and contexts	This is covered in the chapter on positioning services in competitive markets
Critical thinking and decision skills: be able to identify, evaluate, analyze, and solve diverse and unstructured management problems in unfamiliar settings; use, synthesize, and evaluate data / evidence, exercise judgment, and assess risks; understand the holistic and systemic nature of the organization and its internal and external environment.	Students will review in depth the elements of the marketing mix, their coordination strategies, their relation to other elements of the marketing mix, and their impact on the success of marketing efforts.
Technology & information literacy: understand the role of information in solving management problems, competent in selection and use of appropriate management information system technologies, define search criteria, locate, and access appropriate information	This is covered in the chapter on distributing services through physical and electronic channels
Professional behavior: work effectively in various roles with diverse individuals and groups to achieve common goals, able to assume leadership roles, quickly understand what needs to be done, organize, prioritize, and delegate tasks.	This is course throughout the course in the class lectures.
Quantitative skills: recognize when quantitative analysis is useful, understand appropriate data, select and apply appropriate quantitative tools, interpret results.	This is covered in the required quantitative analysis of the term project.
Entrepreneurial orientation: recognize situations where a small business or startup can find opportunity, understand how business knowledge can be adapted to small organizations with minimal resources.	This is covered in the chapter of developing services product and brands.

Critical thinking and decision skills are developed through course material practice with class discussions of business cases, and quizzes that involve a structured approach to identifying and analyzing marketing and advertising problems.

Properly

Required textbook: Wirtz, J., & Lovelock, C. (2018) Essential of Services Marketing, 3rd Edition, Pearson.. ISBN 10:1-292-08995-4

Assessment:

The grading scale used in the course is the same as that appearing in AUK Academic Catalog 2017-2018. The final grade for the semester will be weighted as follows:

Item	Percent
1 st Mid-term Exam	30%
Final Exam	30%
Presentation	10%
Group Project	20%
Attendance, Class Participation & Professional attitude	10%
Total	100%

The following grading system will be used in the course.

A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	84 - 86%
B-	80 - 83%
C+	77 - 79%
C	74 - 76%
C-	70 - 73%
D+	67 - 69%
D	64 - 66%
D-	60 - 63%
F	Less than 60%
FN	Failure for non-attendance

Test & final project dates are listed below:

1. **Midterm Exam** Thursday Nov. 1st, 2018
2. **Project Due:** Sunday December 16th, 2018

Other assessments include the in-class problem solving quizzes. The purpose of the quizzes is to help students apply theory and develop problem solving skills for managing behavior in organizations. Seven quizzes are administered. The lowest score is dropped. This means that only six of the seven quizzes scores are counted.

Attendance Policy:

Attendance will be taken at the beginning of each class. If the student arrives after 5 minutes from the start of the class or leave before the end of the class, he or she will be considered absent. No excuses will be accepted. According to the University regulations absence from class can result in an F grade. A maximum of 5 excused-unexcused absences are allowed. After that an F grade may be given in the course. Any medical records or emergencies must be officially certified by the university officials prior to submitting to the instructor.

If a student misses more than five class periods (15% or 2 ½ weeks of class sessions), the instructor may be notified and the student may be advised to withdraw from the course. See the AUK Academic Catalog for 2014-2015 for the University attendance policy.

Academic Integrity Policy: See the college's Student Code of Conduct.

See the next page for the course schedule.

Class Participation: include class discussion, homework, case studies, pop quizzes, and extracurricular activities.

AUK Policy & Academic Honesty and Integrity: upon admission to AUK, you took upon yourself to act responsibly in areas such as personal, social and academic, among others, which are explicitly stated in the AUK STUDENT CODE OF CONDUCT. The University has the right to, through the due process, to take disciplinary action against students for violations of this Code and any institutional standards of behaviors and academic regulations and procedures, which are defined in the catalog and the Student Planner & Handbook. This includes cheating and plagiarism in any form (e.g. exam, research papers). Violations of this Code will be penalized by a failing grade in exam and/or course and may also lead to student's dismissal from the University.

Lecture Topic and Required Reading Schedule (tentative schedule)

Tentative Course Schedule

Week	Reading	Notes
<i>Week1</i>	Introduction to services marketing- Islamic Year	
<i>Week2</i>	Introduction of services marketing	
<i>Week3</i>	Consumer behavior ins service context	
<i>Week4</i>	Positioning services in competitive marketing	
<i>Week5</i>	Developing service product and brands	
<i>Week 6</i>	Developing service product and brands	
<i>Week7</i>	Distributing services through physical and electronic channels	
<i>Week8</i>	Midterm exam	
<i>Week9</i>	Promoting services and educating customers	
<i>Week10</i>	Designing service processes	
<i>Week11</i>	Complaint handling and service recovery - Prophet's Birthday	
<i>Week12</i>	Complaint handling and service recovery	

Week 13	Improving service quality and productivity	
Week 14	Improving service quality and productivity	
Week 15	Wrap-up & presentations	
Week 16	Winter Break	
Week 17	Winter Break	
Week 18	Final exam	

Please note that the Instructor reserves the right to change any aspect of this syllabus if needed.

Tests and Examinations

Effective Date: Feb 2, 2015

Policy ID: ACA_009

Purpose

To ensure adherence to the evaluation of student academic performance and to establish clarity about its measures.

Application

AUK faculty and students

Policy

- Following the American model of higher education, evaluations of a student's performance may be via quizzes, tests, projects, and examinations, as well as via other advanced assessment tools.
- A student academic performance is measured by at least three assessment tools. Students will take a minimum of two examinations (a midterm and final examination); the third measure of assessing student performance may take the form of a paper or project including presentations or more tests and assignments depending on the course level for lower level course. Students should consult the syllabus of each course. These assessment measures will demonstrate an understanding not only of the information presented in the class but also of the learning outcomes of the course.
- Examination, quizzes, assignments, papers and their presentations are usually announced in course syllabi. Faculty must not change the allocated percentages for each of the performance measures after being announced in the syllabus. At no time students are allowed to proctor examinations and quizzes. These must be proctored by course instructors or substitute faculty members, if needed.
- Faculty members shall administer final examinations according to the AUK official schedule for final examinations, as published in the Schedule of Classes and distributed to the faculty by the University Registrar.
- A student may be asked to show photo identification, preferably the AUK ID, in order to enter the examination room. Additionally, students must abide by the AUK Code of Academic Honesty and Integrity when undertaking examinations. As per the code, dishonest behavior during exams "includes the use of unauthorized materials, receipt of information and/or answers from others during the examination, or the transfer of unauthorized materials, information or answers to another student."
- Students are not obligated to sit for more than three examinations per day during the final and mid-term examination period. The fourth examination may be rescheduled as a make-up exam. A student missing an exam because of an illness or legitimate emergency must present an excuse considered valid by the instructor of the course. The course instructor will then determine whether the student can take a make-up examination. This policy may be noted in the instructor's course syllabus.

Disability Accommodation:

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2. All disability-related accommodations require registration with the Counseling Center and are not applied retroactively, so contact Dr. Huda Shaaban as soon as possible.

History

Approval Date

Date: April 17, 2013 By: President

Administration

Dean of the College of Arts and Sciences

Dean of the College of Business and Economics

Appendices

None