

Chaminade University MBA Program

MBA 730: Services Marketing

Course Schedule

Quarter: Winter 2021 Jan. 11, 2021 – March 20, 2021

Course location/ time: Online

Instructor Contact Information

Course Instructor: Wera Panow-Loui

Administrative Assistant Phone: (808) 440-4280

E-Mail: Utilize the “Inbox” via the Canvas dashboard

Secondary: wera.panow-loui@chaminade.edu

Office Location / Hours: Kieffer 25, by appointment

I am available to answer questions and provided any assistance you need. You can reach me as follows:

- In person or Zoom: during office hours (see above) or by appointment
- Email: via Canvas; response time: 24-hours weekdays, 48-hours weekends

Course Description

This course provides an in-depth look at the service industry and service organizations and its unique approach to marketing strategy that is distinctive relative to goods producing organizations. Much of the world economy is dominated by services. Furthermore, much of the future job growth in the U.S. is projected to be in the service sector of the economy

This course focuses on the unique challenges of managing and delivering quality services to customers. The content does not contradict or reverse any of the marketing practices typically carried out in a goods producing organization. Rather, we will cover material that illustrates how traditional marketing practices need to be adjusted and tailored to address the unique characteristics of a service-producing organization.

Course Learning Outcomes

By the end of the term you will:

- Be able to list and explain the unique aspects of services
- Be competent in understanding the additional complexity of marketing in the independent sector of the economy
- Be able to explain how the basic marketing mix and marketing strategy variables are adjusted in service organizations
- Demonstrate an understanding of the meaning of internal marketing and its importance in any service organization
- Demonstrate the ability to assess and analyze services marketing situations and then make recommendations for improvement of marketing strategy, applying the concepts you have learned
- Be competent in understanding and using services marketing jargon

Course Materials

Required course text for this course:

- Management Lessons from Mayo Clinic, Leonard Berry and Kent Seltman, McGraw Hill, 2008
- The Apple Experience, Carmine Gallo, McGraw-Hill, 2012
- Handouts / articles provided by instructor

Instructional Methods and Email Communication

Canvas will be utilized to allow for asynchronous online instruction if necessary and to supplement in-class instruction. Course materials, assignments, announcements will be posted on the course website. **It is important to follow the modules in Canvas and to read the necessary chapters and other supplemental work.** You are responsible for checking the Canvas website regularly.

All email communication will be conducted via the Canvas Inbox

Technology Requirements

The following are the hardware, software and applications required for this course. Should you have any issues or concerns regarding these requirements, please contact me.

Hardware: **Laptop with WIFI, video and mic** capabilities

Software: **Microsoft Office tools:** Word, PowerPoint or equivalent software for **Mac users** for word processing and presentations

Web-based apps: **Canvas** will be utilized for all instruction, online discussions, and assignments for this course.

I will also periodically utilize [Google Docs](#) to share documents. You may consider using Google Docs for your assignments as well.

You may use [Screencast-O-Matic](#), a free video recording and presentation application instead of a recorded PPT. Tutorial link: [Screencast-O-Matic tutorial](#)


Zoom will be utilized for online meetings. I encourage you to download the software ahead of time. [Zoom download](#)

Otherwise you will be prompted to do so once you receive a link to log in for a meeting.

You will be able to log in via computer, smartphone / tablet, or call in. However, whenever possible, I prefer that participants log in via Video for greater personalization.

Technical Assistance:

Chaminade Help Desk: helpdesk@chaminade.edu (808) 735-4855

Canvas: log in to Canvas Dashboard and click on the  from the sidebar.

Canvas Student Hotline: +1-877-251-6615

Instructor Feedback

Unless otherwise stated, I will provide feedback as follows:

- Email: 24-hours weekdays, 48-hours weekends
- Discussion Posts: I will provide feedback and grades within 3-4 days
- Assignments: 4-5 days
- Cases /Quizzes/Exams: 1-2 weeks

In addition, there will be **1 individual required progress meeting** with me throughout the semester. This a great opportunity for questions, feedback, and dialogue regarding your progress in class.

Active Learning, Participation, and Assignments

Real understanding is a case of active learning on the part of the learner. Active learning occurs through engagement in problem posing as well as problem solving, and student empowerment to think and learn for themselves.

In this course, you will be asked to become actively involved in the learning process allowing you the opportunity to participate in the creation of knowledge.

Hence....

To be successful in this course, your participation is required in all online discussions, assignments, and group activities, sharing of opinions and Q&A sessions.

Assignments

1. Readings and Weekly Online Discussion & Mind Maps

a) Individual: Each of you should read the assigned materials and using the analytical tool of mind mapping post (or discuss) online. As you do the assigned reading you should

- think about the “big picture” in terms of what the article/chapter(s) is/are communicating and create a rough mind map of the material

b) Group: You will work in small groups on the following:

- share your individual mind maps of the assigned reading with each other
- extrapolate the key Service Marketing Concepts
- post to the questions posed in the weekly discussion post. Instructions regarding the discussion post will be provided on Canvas.

c) Individual: Comment on at least 1 of the other group’s post

Expanded bullet points for the posts are preferred to text intensive documents.

One group will be chosen randomly to communicate your combined understanding in our Zoom sessions. Since we are not using a traditional textbook in this class, such an exercise will promote ferreting out the big ideas/processes central to effective services marketing that you will want to remember.

2 Progress Meeting

This assignment involves scheduling 1 progress meeting with me, so that together we can discuss your work in the class and any questions you may have. **It is your responsibility to set up these meetings. Meeting Period : Feb 5 – Feb 16**

3 Industry/Company Application Study:

Purpose:

Real World Application: This project will provide you with a real-world application where you can see for yourself how the Services Marketing Concepts you are learning about apply in an actual **service producing industry/organization.**

Creativity and Collaboration: By working as a team, you enhance collaboration skills which can lead to greater creativity and synergy. In addition, developing your team work skills is a “must” in any business setting.

Outcome/Performance Deliverables:

- Final team ppt presentation submitted and presented at end of the semester
- Written Section reports throughout the semester (details will be provided)
- You will present your report towards the end of the term in PPT format.

Requirements:

- You will work in a team of 4
- Select an industry or organization to study early on in the term so that as we discuss important marketing concepts you can be ready to assess them in practice in that organization. Each team must choose a different organization. **NOTE:** you may want to be mindful of the industry / organization you choose ensuring there is enough data you can gather through research. Smaller organizations may not be developed enough to provide you with enough information to assess their facility in regards to the service marketing concepts.
- The PPT report should include:
 - a) an overview of the nature of the service, the organization or industry
 - b) an analysis of how well (or not) marketing practices are implemented, applying, appropriately the concepts we are studying. You need to
 - a. Utilizing the **4+3Ps of Service** (emphasis on Product / Service, People, Processes)
 - i. Concepts learned from the Apple Experience and Mayo Clinic
 - b. Utilizing concepts from the Gaps Model (at least 2)
 - c) an analysis of the impact of COVID 19 on the organization and its service deliverables and the adjustments businesses made
- Team Work: team work is a requirement for this project. Criteria:
 - Each member is expected to contribute equally and positively to the project
 - Respectfully collaborate on ideas and project plan
 - Collectively decide on roles and tasks and ensure due dates are met
- Your presentations will be evaluated on the basis of 1) your ability to extract from the details the concepts that are critical to effective services marketing, 2) your ability to understand those concepts in terms of the special characteristics of service organizations, and 3) the creativity with which you communicate—how well you engage the class and further our understanding of services marketing

4 Student Presentations

This assignment involves student presentations on a selected section of a chapter. When students are required to “teach” a subject, learning is enriched. In addition, you will have the opportunity to practice summarizing topics, creating effective ppts, and presenting online.

5 Final Exam: Case Analysis

Time Commitment

To be successful in this course, you must allocate sufficient time to access course materials and complete all assignments. During this course you should plan on scheduling 12 to 15 hours per week to successfully participate and achieve the course objectives.

Etiquette and Communication

Netiquette:

All members of the class are expected to follow rules of common courtesy in all in-class or online class sessions. If I deem any of the course activities or email messages to be inappropriate or offensive, I will advise the chair of the department and the online administrators accordingly and appropriate action will be taken, not excluding expulsion from the course.

Email:

- Always include a subject line.
- Remember that without others being able to see your facial expressions or hear your tone, some comments may be taken in a way you didn't intend. So be careful in wording your emails. Use of emoticons may be helpful in some cases.

Discussion Groups:

- Review discussion threads thoroughly before entering the discussion.
- Maintain threads by using the "reply" button rather than starting a new topic.
- Be respectful of others' ideas.
- Read the comments of others thoroughly before entering your remarks.
- Cooperate with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Assessment and Grading

Participation (8 weeks; 3 pts each)	24pts
Discussion Posts (10 weeks; 5 pts each)	50pts
Progress Meeting	6 pts
Industry/ Company Application Study	30 pts
Student presentations	10pts
Final Exam	20pts
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	140 pts

For group projects, there will be one grade given for the project. If there is evidence that this approach is not fair due to lack of individual contribution, the instructor reserves the right to adjust individual grades.

PLEASE NOTE:

All written work will be graded on the basis of: **1)** the depth/robustness of the effort put forth, **2)** your competency in applying, appropriately, concepts/models/jargon, and **3)** the logic, clarity and creativity with which you express your ideas.

Due dates and late submissions: Please submit your work on the due dates indicated in Canvas. If you cannot meet the deadline, you need to notify BEFORE the deadline. Otherwise, 10% will be deducted from the total assignment points for each day an assignment is late.

Students with Disabilities

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at 808-735-4845. Current appropriate documentation will be required for determination of accommodation eligibility.

Academic Honesty

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Business School Dean. Consequences for academic dishonesty may range from an “F” grade for the work in question to an “F” grade for the course to suspension or dismissal from the University.



Academic dishonesty in a learning environment could involve:

- Having a tutor or friend complete a portion of your assignments
- Having a reviewer make extensive revisions to an assignment
- Copying work submitted by another student to a public class meeting
- Using information from online information services without proper citation

A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources.

Characteristics of a Marianist Education

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith
- Provide an integral quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

Providing an **integral quality education** is one of the Marianist characteristics which is also the aim of this course by providing relevant and up-to-date information, challenging students to think critically, and promoting active learning through classroom or online discussions.

Finally, my role as a professor is aligned with the Marianist characteristic of **educating in family spirit**: I care about each student as part of the Chaminade family and I am not only there to support your educational journey in this course, but I am available to provide guidance and support in other areas you may need... be in their career or life skill development.

Resources

Library

As a Chaminade student, you have access to Chaminade's library and its resources: www.chaminade.edu/library

Instructor Background Information

Wera Panow-Loui has over 20 years of marketing management and product development experience in the corporate, non-profit, and small business sector. She has held marketing leadership positions at top Hawaii companies, including Aston Hotels and Resorts, Sprint, and Aloha Petroleum, where she was responsible for developing marketing strategies, strategic partnerships, and implemented new product launches, branding, PR and advertising campaigns, promotions and website development projects.

Wera is principal of her business and marketing consulting firm and is passionate about helping organizations, big or small, achieve their goals. She finds it highly rewarding when she can utilize her marketing expertise to make a difference inside and outside the classroom.

Originally from Germany, Wera lives with her family in Honolulu, Hawaii. She travels back to her roots regularly every year.

Course Schedule and Topics

WEEKS	TOPICS	ASSIGNMENTS (see details in Canvas)
<p>1 1/13</p>	<ul style="list-style-type: none"> - Introductions - Marketing overview - Services overview - Mind Map 	<p>Introductions</p> <p>Ch 1. Intro to Services</p> <p>Discussion Posts</p> <p>Team Creation</p>
<p>2 1/20</p>	<ul style="list-style-type: none"> - The Gaps Model - Service Marketing Concepts 	<p>Choose company / industry for application study</p> <p>Readings: “Breaking free from Product Marketing” & The Gaps Model</p>

3 1/27	- Customer Relations: Internal Customer - Present on nature of chosen Service Business/ Industry	The Apple Experience (Ch. 1-7) Mind Map & Discussion Posts
4 2/3	- Customer Relations External Customer	The Apple Experience (Ch 8- 14) Mind Map & Discussion Posts
5 2/10	- Setting the Stage	The Apple Experience (Ch 15-17) Mind Map & Discussion Posts
6 2/17	- What we can learn from Health Care	Management Lessons from the Mayo Clinic (Ch 1,2,3,4) Mind Map & Discussion Posts
7 2/24	- What we can learn from Health Care (continued)	Management Lessons from the Mayo Clinic (Ch 5,6,7,8) Mind Map & Discussion Posts
8 3/3	- What we can learn from Health Care (continued)	Management Lessons from the Mayo Clinic (Ch 9,10,) Mind Map & Discussion Posts
9 3/10	Company / Industry Application Study presentation	
10 3/ 17	Final Exam	

Syllabus Modification

The syllabus is only a plan. The instructor may modify the plan during the course. The requirements of the course may be altered from those appearing in the syllabus. Further, the plan contains criteria by which the student's progress and performance in the course will be measured. These criteria may also be changed.