

Chaminade University MBA Program

MBA 730: Services Marketing

Course Schedule

Quarter: Winter 2024 1/8/2024 - 3/18/2024
Course location/ time: Kieffer 10, T - 5:45pm - 9:45pm

Instructor Contact Information

Course Instructor: Wera Panow-Loui
Office Phone: (808) 739-4608
Mobile Phone: (808) 282-1100

E-Mail: Utilize the "Inbox" via the Canvas dashboard
Secondary: wera.panow-loui@chaminade.edu

Office Location / Hours: Kieffer 24, by appointment

I am available to answer questions and provide any assistance as needed. In urgent matters, please feel free to text or call me on my cell (808) 282-1100

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

Service Marketing 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.

Program Learning Outcomes

- Use concepts and processes of marketing and management to inform organizational decisions that enhance value creation
- Assess and create strategy for organizations in specified business environments in accordance with central components and processes of strategic management

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.

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Ōlelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Ōlelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Ōlelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Ōlelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Ōlelo No'eau 203) All knowledge is not taught in the same school

Course Learning Outcomes

By the end of the term students will be able to

- articulate the unique aspects of services
- critically examine and assess the additional complexities of marketing in the service sector, identifying challenges and proposing strategic solutions to address them
- assess how the basic elements of the marketing mix and strategy variables are adjusted in service organizations, providing a critical analysis of the effectiveness of these adaptations.
- apply service marketing concepts when analyzing real-world service marketing situations and demonstrating the ability to integrate internal marketing strategies into overall service marketing plans.

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

Email communication will be conducted via the Canvas Inbox. Please include the topic in the subject area. Canvas will be utilized to supplement in-class instruction and communication. 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.

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.

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

RESOURCES for Student Success:

[Tutoring and Writing Services](#)


Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua ‘Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua ‘Ike’s website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua ‘Ike at tutoring@chaminade.edu or 808-739-8305.

[Library](#)

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

Technical Assistance:

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

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COURSE ORGANIZATION:

Assessment & Grading:

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- A Outstanding scholarship and an unusual degree of intellectual initiative
- B Superior work done in a consistent and intellectual manner
- C Average grade indicating a competent grasp of subject matter

Descriptions of all assignments along with scoring rubrics are available on the course Canvas page. Letter grades for the course will be determined by the formula below.

Assessment and Grading

Mind Maps (8 weeks; 5 pts each)	40pts
Progress Meeting	5 pts
Industry/ Company Application Study	30 pts
Service Journal Report	15 pts
Chapter presentation	10pts
Final Exam	20pts
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	120 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.

Grading Rubrics: 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. Some assignments **will have a specific rubric** outline in the instruction sheet. Please check the Course Resource Module.

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.

Grades of "Incomplete" : Incomplete grades are reserved for cases of illnesses and other emergencies that cause a student to be unable to complete the course by the due date. In such cases, the instructor has the option of issuing an "incomplete" grade at the end of the semester. Requests for an "incomplete" must be accompanied by substantive documentation.

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 & Mind Maps

a) Individual: Each of you should read the assigned materials and create and submit a mind map. 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

Each group will communicate their combined understanding in class. 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 : February**

3 Industry/Company Application Study:

The purpose of this assignment is to have you see for yourself how the services marketing concepts you are learning about apply in an actual service producing industry/organization. You will want to choose carefully an industry/organization to study, so as to be able to gather enough “data” to understand the extent to which the industry/organization is functioning well from a business perspective.

Specific instructions and requirements of assignments will be posted in Canvas. Make sure to check the Course Resource Module.

4 Student Presentations

This assignment involves student presentations on a selected section of a chapter from the Mayo Clinic book. 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 Service Journal

The purpose of this assignment is to document an individual service encounter relating it to service marketing topics you have learned about. *See Canvas for journal template and specific instructions.*

6 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.

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)
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1 1/9	<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>
2 1/16	<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> <p>Team Creation</p>
3 1/23	<ul style="list-style-type: none"> - Customer Relations: Internal Customer - Present on nature of chosen Service Business/ Industry 	<p>The Apple Experience (Ch. 1-7)</p>
4 1/30	<ul style="list-style-type: none"> - Customer Relations External Customer 	<p>The Apple Experience (Ch 8-14)</p>
5 2/6	<ul style="list-style-type: none"> - Setting the Stage 	<p>The Apple Experience (Ch 15-17)</p>
6 2/13	<ul style="list-style-type: none"> - What we can learn from Health Care 	<p>Management Lessons from the Mayo Clinic (Ch 1,2,3,4)</p>
7 2/20	<ul style="list-style-type: none"> - What we can learn from Health Care (continued) 	<p>Management Lessons from the Mayo Clinic (Ch 5,6,7,8)</p>
8 2/27	<ul style="list-style-type: none"> - What we can learn from Health Care (continued) 	<p>Management Lessons from the Mayo Clinic (Ch 9,10,)</p>
9 3/5	<p>Company / Industry Application Study presentation</p>	
10 3/ 12	<p>Final Exam</p>	

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.

CUH and COURSE POLICY

Grades of "Incomplete"

If students are unable to complete the course due to circumstances beyond their control, the instructor will consider offering a grade of "incomplete". This will provide the student with 90 days beyond the end of the term to complete all outstanding course requirements. Please note that a grade of "incomplete" must be discussed with the instructor before the end of the term. If a student does not contact the instructor by the end of the term to discuss the possibility of an incomplete, they will be awarded the grade they have earned to that point

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.

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.

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services

Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook which is linked annually on the following webpage: <https://chaminade.edu/current-students/>