**Course Syllabus**

**Fall 2024**

**Samar Mohammad Baqer, PhD., Fulbright**

**Services Marketing 324**

**Lecture Time and Location:**

**MKT 324 / 01A** :Mon and Wed 9:30 AM, C1 1019

**Final Exam** : Sun 05-Jan-2025, 11 AM

**Contact Information:**

**Location** : CBA Management and Marketing Department – South Building - First Floor **B1006**

**Email** : [SAMAR.BAQER@KU.EDU.KW](mailto:SAMAR.BAQER@KU.EDU.KW)

**Office** : (+965) 24988390

**Office Hours** : Mon and Wed from 12:30 to 01:45 PM or by appointment

**Social Media** : @drSamarBaqer

**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : CBA – Management and Marketing Department - First Floor

**Email** : SHADEN.ALMUSTAFA@KU.EDU.KW

**Office Hours** : TBA

**Tutorial** : None

**Course Description:**

With the increase importance of services around the world and the continuing increase of customers’ demand for excellent services, it is essential to include this course in the marketing curriculum. This course will focus on the fundamentals of services marketing and how it’s become a competitive advantage that is necessary for retaining profitable relationship with the customers. A detailed explanation of the 4P’s and how to apply them in services are in the central focus of this course. Moreover, this course will focus on applying new elements to the service marketing mix: people, processes, physical evidence.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

* To understand the fundamentals of services marketing.
* To understand the challenges involved in marketing and managing services in different types of organizations. **LG1**
* To identify and analyze the different elements of the service mix (the 7 Ps).
* To discuss and explain the main issues to be considered to maintain customer satisfaction and service quality. **LG1**
* To understand the role of employees in delivering services.
* To understand how to turn services into unique competitive advantage. **LG1**
* To link the concept of marketing services to other major marketing concepts such as relationship marketing.
* To learn how to prepare a blue print for a service in order to create valued experience and productive operations. **LG1 LG2**
* To learn the principles of effective service recovery systems. **LG1**

**Required Material:**

**Textbook** :

Services Marketing: Global Edition by Lovelock and Wirtz, 7th edition, Prentice Hall.

**Additional Material** : Will be distributed in class

**E-Learning System** : None

**Course Website** : None

**Course Requirements and Policies:**

**Nature of the Course**

1. Students must participate in class.
2. There will be certain reading assigned to the students from which they will prepare for their exams.
3. In this course, there will be one midterm and a final exam. The exams will be mostly in the form of short essay questions and multiple-choice questions.
4. Every week students will be assigned a case and/or homework.
5. **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**

**Individual Assignments:**

The main goal of individual work is to achieve objective 9 and help the students see the link between the concepts they learn in the classroom and the reality of service marketing.

Every Thursday, students will be asked to submit a one-page report that describes their personal experience with a service provider (restaurant, clinic, hotel, airlines, car wash, cleaning, etc.) concerning the topics discussed in that particular week.

* + Each student is supposed to work individually on the assignments and cases and turn them in by the specified due date.
  + Presentation will be graded for each student not as a group.
  + **All students’ work should be typed** (no handwritten work will be accepted).

**Group work**

Students will form groups (2 to 3 students per group) in order to complete this task. Each group is going to prepare short service industry analyzes. Again, group project is one of the best tools that fill the gap between academia and the reality of the business world (objective # 9).

* + Each group has to select a leader who is going to be responsible for organizing the teamwork. Group leaders have to submit a weekly report (one paragraph) that describes the group work during the week.
  + Each group has to prepare a proposal (one page) that describes the project’s plan. (Refer to the schedule for dates)
  + Students have to stick to the project’s guidelines that will be provided. If a group’s work appeared to be completed by a different party or agency, the entire project grade will be deducted from the group.

**In-Class Tests:** Midterm and a Final

**Participation:** You are expected to participate

**Class Preparation – Readings, Videos, and Online Quizzes:** Will be announced in class.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 10% | Attendance and Participation |
| 10% | Assignments |
| 20% | 2 Midterms |
| 30% | Final |
| 30% | Project including presentation |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **WEEK** | **Subject** | **Assignments** |
| **W1: Sept 16.2024** | * + Introduction to the course and emerging issues   + Ch1: New Perspectives on Marketing in the Service Economy |  |
| **W2: Sept 23, 2024** | * + Ch1: New Perspectives on Marketing in the Service Economy (trends and opportunities)   + Ch2: Consumer behavior in services context (understanding and managing service experience) |  |
| **W3: Sept 30, 2024** | * + Ch2: Consumer behavior in services context   + Ch3: Positioning services in competitive markets | Project proposals due |
| **W4: Oct 7 2024** | * + Ch4: Developing Service Products: Core and Supplementary Elements | Assignment 1 Due  (objective 1,2) |
| **W5: Oct 14, 2024** | * + Midterm1   + Ch5: Distributing services through physical and electronic channels | Assignment 2 Due (objective 2,3) |
| **W6: Oct 21, 2024** | * + Ch6: Setting prices and implementing revenue management | Assignment 3 Due  (objective 2,3) |
| **W7: Oct 28, 2024** | * + Ch7 Continued | Assignment 4 Due  (objective 3,4) |
| **W8: Nov 4, 2024** | * + Ch8: Designing and managing services process |  |
| **W9: Nov 11, 2024** | * + Ch10: Crafting the service environment   + Midterm 2 |  |
| **W10: Nov 18, 2024** | * + Ch11: Managing people for service advantage | Assignment 5 Due (objective1,2,6) |
| **W11: Nov 25, 2024** | * + Ch12: Managing relationships and building loyalty | Assignment 6 Due  (objective 2,7,8) |
| **W12: Dec 2 2024** | * + Ch13: Complaints handling and service recovery | Assignment 7 Due  (objective 2,7,8) |
| **W13: Dec 9, 2024** | Ch114: improving service quality and productivity | Assignment 8 Due (objective 2,7,9) |
| **W14: Dec 16, 2024** | * + **Finalizing the project**   + Ch15: Striving for service leadership   + The services career in Kuwait for marketing students |  |
| **W15: Dec 23, 2024** | * + **Presentations** |  |
| **Sunday Jan 5, 2025** | **Final Exam** | **Project due (Hard and soft copies)** |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Thur26-Oct-2024 | Last day to drop a course |
| Mon 23-Dec- 2024 | Last day of classes |
| Sun 05- Jan - 2025 | Final Exam – 11 AM |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals:**

1. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
  3. Analyze a given business decision using integrative techniques, structures, and frameworks.

1. **Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.