



Course Syllabus
Services Marketing 324
Spring 2024-2025
Dr. Asma Alfadhel

Lecture Time and Location:

MKT 324/O1A : Monday, Wednesday 11:00 AM-12:15 PM
Final Exam : May 19, 2025 11:00 AM-1:00 PM
Room : C1-1001

Contact Information:

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Course Description:

With the increased 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:

- CLO1. To understand the fundamentals of services marketing.
- CLO2. To understand the challenges involved in marketing and managing services in different types of organizations. **PLG1**
- CLO3. 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. **PLG1**
- CLO4. To understand the role of employees in delivering services.
- CLO5. To understand how to turn services into unique competitive advantage. **PLG1**



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- CLO6. To link the concept of marketing services to other major marketing concepts such as relationship marketing.
- CLO7. To learn how to prepare a blue print for a service in order to create valued experience and productive operations. **PLG1 PLG2**
- CLO8. To learn the principles of effective service recovery systems. **PLG1**

Required Material:

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

Additional Material : Student notes, and Power Point slides

E-Learning System : Moodle & MS-Teams

Course Website : MS-Teams

Communication:

- In class & Office Hours
- Microsoft Teams: Material, General Communication & Grades
- Moodle: Exams & Grades

Course Requirements and Policies:

- Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
- Students must follow all the ethical standards in the classroom.
- Students' attendance and participation are expected.
- Showing up to class on time is expected as tardiness disturbs the instructor and the students.
- All mobile phones should be turned off or silenced in the classroom.
- Assignments are due on time, otherwise the student will receive a zero.
- **There will be no makeup work for exams or assignments.**
- If you are caught plagiarizing or submitting an assignment that is not original, you will get a zero on the assignment without further warning.
- **I have the right to accept or reject the reasons for absence.**
- **When sending me anything make sure you identify yourself (name-class)**

Participation:

- Student participation is vital for a healthy classroom environment. It is also for evaluating students' comprehension during this course.
- Students are more than welcome to ask questions, provide examples, suggest ideas, and view perceptions relevant to class material.

In-Class Activities:

- In-class activities will be held as needed to make sure students actively participate in the learning process, and to provide a platform for students to apply services marketing



theories to real-world scenarios. This will help maintain focus and interest in the taught subjects.

Assignments:

- As part of the learning process, students will be assigned specific questions related to relevant topics to be completed as individual homework. This exercise serves to reinforce understanding, encourage independent thinking, and provide an opportunity for students to demonstrate their comprehension and critical thinking skills outside of the classroom setting.
- Assignments will be posted on TEAMS and should be downloaded, solved then uploaded again. Don't forget to press the "Turn in" button. Students are required to read the instructions carefully to ensure correct submission.
- Answers should be provided in the same file under each question.
- Answers should be neat with proper grammar and spelling.

Project:

- Students will be asked to form groups of 2/3 students each. Each group has to select a leader who is going to be responsible for organizing the teamwork.
- Students can choose their group members, and for those who cannot, the instructor will assign them to one. **Refer to "files" in Microsoft Teams "Group selection sheet".**
- Project details will be handed out separately at the proper time. In short, students will be examining a real-world service-based business, describing its processes, its positioning and its 7 P's & providing a detailed service blueprint

In-Lab Exams:

- The midterm and the final exam will be held in the lab. Students are responsible for logging into their Moodle account on the lab computers.

Participation in Student Research Pool:

- Upon availability, this is an optional task for students who would like to earn bonus grades. A separate document will be provided detailing the process.

Attendance:

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



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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
15%	Assignments & In-class activities
10%	Case studies
10%	Midterm
40%	Final (Multiple Choice – Written)
25%	Project including presentation
2% Bonus	Participating in Student Research Pool (upon availability)
1% Bonus	Professor Evaluation
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:

	Subject
Understanding Services	- Ch1: New Perspectives on Marketing in the Service Economy
	- Ch2: Consumer behavior in services context (understanding and managing service experience)
	- Ch3: Positioning services in competitive markets
4 P's for Services	- Ch4: Developing Service Products: Core and Supplementary Elements
	- Ch5: Distributing services through physical and electronic channels
	- Ch6: Setting prices and implementing revenue management
	- Ch7: Service Marketing Communication
	- Ch8: Designing and managing services process



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Managing Customer Interface	- Ch10: Crafting the service environment
	- Ch11: Managing people for service advantage
Developing Customer Relationships	- Ch12: Managing relationships and building loyalty
	- Ch13: Complaints handling and service recovery
Striving for Service Excellence	- Ch14: improving service quality and productivity
	- Ch15: Striving for service leadership

Important Dates

Date	Event
15-3-2025	Last day to drop a course
15-5-2025	Last day of classes
TBA	Midterm
TBA	Presentations
19-5-2025	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:

PLG1. 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:

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

PLG2. Communication Skills: A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 1.4. Deliver clear, concise, and audience-centered presentations.
- 1.5. Write clear, concise, and audience-centered business documents.