

## Assignment Schedule/Calendar

Monday 8/24 Class 1	Course Orientation/Overview, Introduction to Services; The Gaps Model of Service Quality Drawing for Case Study Discussion Leaders <b>Reading:</b> Chapters 1 & 2 for next class; Read Cases 1 & 2 Activities: Introductions, discussions on “what is service marketing” and assignment of 1 <sup>st</sup> of 8 “Discussion Assignments” for next week.
Monday 8/31 Class 2	Review: Intro to Services; Customer Behavior in Service Encounters <b>Guest Speaker # 1:</b> <i>(Tentative) Mary Hayes, Co-creative Director, Hetrick Communications</i> Lecture: Consumer Behavior in Services, Customer Expectations of Service Activities: Discussion – Service Jobs and Case # 2 questions Draw teams for Service Blueprinting assignment (Due Oct. 12) <b>DUE:</b> Discussion Assignment 1: Service Jobs Analysis <b>CASE REVIEW 1: Susan Munro, Service Customer (Lovelock - Case 1)</b> <b>CASE REVIEW 2: People Service and Profit at Jyske Bank (Zeithaml – Case 1, pp 569-587)</b> <b>Reading:</b> Chapters 3, 4, 5 & 6 for next class; Read chapter 9 for Team Assignment on Service Blueprinting (Due October 12 <sup>th</sup> ) Read Case 3 <b>Assignment:</b> Discussion Assignment 2: Service Marketing article Synopsis
Monday, 9/7	<b><u>LABOR DAY – NO CLASS</u></b>
Monday 9/14 Class 3	Review: Consumer Behavior in Services, Customer Expectations of Service <b>Guest Speaker: #2: Brooke Billingsley, Perception Strategies (Jointly with MBA 670-Esch 206)</b> Activities: Discuss Service Marketing Articles and Case 3 questions Lecture: Customer Perceptions of Service, Listening to Customers through Research <b>Reading:</b> Chapters 7 & 8 for the next class; Read Cases 4 & 5 <b>CASE REVIEW 3: Merrill-Lynch: Supernova (Zeithaml – Case 2)</b> <b>Assignment:</b> Discussion Assignment 3: Internet Services Assessment <b>DUE:</b> Discussion Assignment 2: Service Marketing article synopsis
Monday 9/21 Class 4	Review: Customer Perceptions of Service, Listening to Customers through Research

**Guest Speaker # 3:** *Tentatively – Kelly Hand, Starbucks Regional Marketing*

Lecture: Building Customer Relationships, Service Recovery  
Activities: Discuss Individual Term paper topics; Readings and Case 4 questions)

**Reading:** Review Chapters 1 - 8, Study for 1<sup>st</sup> quiz

**CASE REVIEW 4: Starbucks: Delivering Customer Service (Lovelock - Case 4)**

**CASE REVIEW 5: Jet Blue: High-Flying Airline Melts Down in Ice Storm (Zeithaml - Case 3)**

**Assignment: Discussion Assignment 4: Service Diary mid-term summary**

**DUE:** Discussion Assignment 3: Internet Services Assessment

Monday 9/28  
Class 5

**QUIZ # 1 – last hour -**

**Guest Speaker # 4:** *Myra Borshoff-Cook, Owner, Borshoff*

**DUE:** Discussion Assignment 4: Service Diary mid-term summary

**Assignment: Discussion Assignment 5: The experiential servicescape**

**Reading:** Chapters 10 & 11 for next class; Cases 6 & 7

Monday 10/5  
Class 6

**Quiz Review**

Lecture: Customer Defined Service Standards, Physical Evidence and the Servicescape

**Reading:** Review Chapter 9 and read Chapters 12 & 13 for next class; Case 8

**Guest Speaker # 5:** *Sherri Walker, Director, Department of Service Excellence, St. Francis Hospital & Health Centers*

**CASE REVIEW 6: Giordano: Positioning for International Expansion (Zeithaml - Case 4)**

**CASE REVIEW 7: Shouldice Hospital (Zeithaml - Case 5)**

**DUE:** Discussion Assignment 5: The Experiential Servicescape

Monday 10/12  
Class 7

Review: Customer Defined Service Standards, Physical Evidence and the Servicescape

Lecture: Employee's roles in Service Delivery, Customers' roles in Service Delivery

**Reading:** Chapter 14 for next class; Cases 9

**CASE REVIEW 8: Hong Kong Disneyland (Zeithaml – Case 6)**

**DUE -Team presentations:** Service Blueprints

Monday 10/19  
Class 8

Review: Employee's roles in Service Delivery, Customers' roles in Service Delivery

Lecture: Delivering Service through Intermediaries and Electronic Channels, Managing Demand and Capacity

Activities: Waiting Line Strategy discussion; Cases questions from Cases 8 & 9

**Reading:** Chapter 15 for next class; Case 10

**Guest Speaker # 6:** *Tentatively Nancy Alrichs, Director of Workplace Development, United Way of Central Indiana*

**CASE REVIEW 9: Virgin Mobile USA: Pricing for the Very 1<sup>st</sup> time (Zeithaml – Case 7)**

**Assignment:** Discussion Assignment 6 – Waiting line strategy

Monday 10/26  
Class 9

**Review:** Delivering Service through Intermediaries and Electronic Channels,

Lecture: Managing Demand and Capacity

Activities: Waiting Line Strategy discussion; Cases questions from Cases 8 & 9

**Reading:** Review Chapters 9 – 15 for Quiz

**Guest Speaker # 7: Joe Swartz, Director of Business Transformation, St. Francis Hospital & Health Centers**

**CASE REVIEW 10: Using Services Marketing to Develop and Deliver Integrated Solutions at Caterpillar (Zeithaml – Case 8)**

**DUE:** Discussion Assignment 6: Waiting Line Strategy

Monday, 11/2  
Class 10

QUIZ # 2 – last hour

**Guest Speaker # 8: Chris Baggott, CEO, Compendium Blogware (Jointly with MBA 670 – Esch 206)**

Reading: Chapter 16 for next class; Cases 11 & 12

**Assignment:** Discussion Assignment 7: Listening to Customers

Monday 11/9  
Class 11

Quiz Review

Lecture: Integrated Services Marketing Communications

Activities: Discussion of Questions following Cases 12 & 13

**Guest Speaker # 9: Margaret Osborn, Vice President, Synergy Marketing**

**CASE REVIEW 11: CompuMentor and DiscounteTech.org (Lovelock - Case 10)**

**CASE REVIEW 12: Menton Bank (Lovelock - Case 12)**

Reading: Chapter 17 for next class; Case 13

**DUE:** Discussion Assignment 7: Listening to Customers discussion analysis

**Assignment:** Discussion Assignment 8 – Perception and Experience gap

Monday 11/16  
Class 12

Review: Integrated Services Marketing Communications

Lecture: Pricing of Services

**Guest Speaker # 10: Morgan Greenlee, Director of Marketing, Conrad Hotel-Indianapolis**

**CASE REVIEW 13: Hilton Hhonor Worldwide (Lovelock - Case 14)**

Reading: Reading: Chapter 18 for next week

**DUE:** Discussion Assignment 8: Perception and Experience gap

Monday 11/23  
Class 13

Review: Pricing of Services  
Lecture: The Financial and Economic Impact of Service  
**CASE REVIEW 14: Massachusetts Audubon Society (Lovelock -  
Case 17) (If needed)**  
**Guest Speaker # 11: David and/or Marilyn Shank, Shank Public  
Relations and Marketing**

Monday 11/30  
Class 14

Review: Pricing of Services  
Lecture: Open  
**Guest Speaker # 12: Tentatively Wayne Schmidt, Owner, Schmidt  
and Associates (Architects)**  
Reading: Review chapters 1 - 15; Study for final  
Turn in and Discuss Service Diaries  
Reading: Review chapters 1 - 18; Study for final

Monday 12/7  
**Final Class**

**Final Exam- Comprehensive,**

## APPENDIX 1: The Service Diary

The purpose of the service diary assignment is to bring forward an analysis of the service encounters you have experienced during the course of the semester. During the week you will keep a diary of services, at least two to four, which you have encountered. These service encounters can be experienced through the internet, the telephone, and face-to-face. Please make sure they are from a variety of service areas, such as restaurants, retail, transportation, hotels, media, utilities, education, healthcare, government, professional, and others. Please do not have any more than four from the same service category. (Although you may differentiate from within a broad category, such as fast-food and high-end restaurants in the restaurant categories, taxis and airplanes in transportation, etc.)

You should record factual information, as well as your perceptions and feelings about each encounter. You should include your expectations prior to the encounter and how those expectations were altered or met. Please indicate what is factual and what is perception. It is essential that you record your diary entries within 24 hours of the experience. In your analysis, relate your experience to the material in in the text.

### Service Diary Entry Sample

<i>Date:</i>	<i>Time:</i>	<i>Location:</i>
<i>Encounter #:</i>		
<i>Expectations:</i>		
<i>Details:</i>		
<i>Response:</i>		
<i>Analysis:</i>		

#### SERVICE ENCOUNTERS DIARY ( *two completed examples shown in italics*)

##### SAMPLE 1

**Encounter # 5** *Date: Friday, Sep. 23* **Time:** 8:45 pm **Location:** Mooresville

**Organization:** *Restaurant "Chez Jean"*

**Expectations:** *This was a "fancy restaurant" so I expected better than average service, I expected and made reservations, and I expected to pay more than average for "an above average" dining experience.*

**Details:** Restaurant kept us (self and friend) waiting for 45 minutes past our 8:00 pm reservation

**Comments:** I was angry and my friend got very impatient. When I complained, the hostess said she was sorry (in a rather insincere way) but sometimes these things happened. The meal was good but we probably won't go back.

**Analysis:** The restaurant does a poor job of integrating capacity planning and demand management (judging by the hostess's comment, this doesn't appear to be an isolated incident—perhaps they deliberately overbook on weekends!). The hostess should be trained to relate more sympathetically to customer concerns. If it is clear that customers with reservations are going to be kept waiting, then they should be given advance warning of delays to manage their expectations. Management doesn't seem to think in terms of service recovery (e.g., an apology and offer of a free drink after a certain amount of waiting time has passed).

## SAMPLE 2

**Encounter # 7 Date:** Tuesday, 27 Sep. **Time:** 9:15 am **Location:** Southport

**Organization:** Post Office, Southport Branch

**Expectations:** I had low expectations – I nearly always wait at the post office, the personnel are usually surly and grumpy.

**Details:** Sent a package. Served quickly by the postal clerk who was polite but somewhat impersonal. She was able to answer questions about prices for different levels of service and suggested alternative priority service if I wanted fast delivery.

**Comments:** I see a different postal clerk in this office every time I go there, which is about once a week. Only one of them has ever smiled at me. The Post Office interior and exterior are both dull and institutional looking. There was a political slogan painted on the outside wall, which looked as if it had been there a while.

**Analysis:** Contrary to postal stereotypes and my usual experience, the employees in this office seem to be polite, well informed, and efficient. But if management keeps rotating the employees, they will never get to know the customers and it will continue to be an impersonal experience. Why can't the Post Office brighten up the appearance of this office? Graffiti should be removed immediately so that other vandals don't get the same idea.