Co-Instructors: Carol Phillips and Pam Henderson
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Phone: 269-519-4049 (mobile) 269-429-6526 (office)

Course Reserves Articles:
https://www.library.nd.edu/eresources/ereserves//course.cgi?course=2012F_MARK_70300_04
- "The Experience Economy" by Joe Pine & Gilmore

Text:

Learning Objectives:

The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks and financial institutions, hospitality, transportation healthcare, technology, educational and cultural institutions, professional services, telecommunications, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., computers, automotive, industrial products, etc.).

For most highly developed nations, services account for 67-75% of the GDP and it is growing in virtually all countries around the world. Pam works in healthcare and the majority of Carol’s consulting clients are service focused (McKesson, Guavus, Outward Bound, Angie’s List) and indeed her very business of consulting is a service! Understanding how to market services is key to any career, as it even applies to yourself. After all you sell your services to an employer in exchange for a salary.

In this course, you will learn:
- How services marketing is similar to and different from product marketing
- How services are branded and differentiated from competition
- Key strategies for customer acquisition, retention
Learning Methods

Class sessions will be a mix of lecture, facilitated discussions, in-class team exercises, student presentations, and guest lectures. Three class sessions are set aside for student presentations. Reading, lectures and individual assignments have been scaled back considerably to just the most important information. Consequently, student preparation through careful reading will be critical, and there will be one test on the assigned text material.

Familiarity and with current events in marketing through daily reading of business news is encouraged. Many sites offer daily updates on current events in marketing via RSS feeds or daily email. Here are my favorites:
- BrandChannel (by Interbrand): brandchannel.com
- MediaPost Marketing Daily: https://www.mediapost.com/?fa=r2c.check

Grading Components

- Individual Paper 25%
- Student Led Discussion (Team) 25%
- Team Project Presentation (Team) 50%
- No Final Exam – plan your departure accordingly
- Excessive absences (more than 2) will affect your grade by one letter – Plan to attend!
- Communication about grades will through Sakai

Team Project (60%)

Team assignments are designed to help students apply the concepts and constructs covered in the text and discussions to a real-world business issue. Students will work in teams of four to five members to develop a recommendation for one of three nationally relevant service organizations/businesses:

- Art Institute of Chicago, Chicago (Non-profit, cultural) http://www.artic.edu/
  - Topic: Complaint Handling and Service Recovery
  - Key contact: Amy Katherine Radick, Director of Membership and Annual Giving
  - Email: aradick@artic.edu
  - Phone: (312) 443-3116
7.2.13

- Outward Bound (Non-profit, educational) [http://outwardbound.org](http://outwardbound.org)
  - Topic: Measuring Satisfaction & Learning from Customer Feedback
  - Key contact: Peter Steinhauser, Executive Director
  - Email: psteinhauser@outwardbound.org
  - Phone: 773.339.0044

- AMC Theatres, Kansas City, (For profit, entertainment) [http://www.amctheatres.com/](http://www.amctheatres.com/)
  - Topic: Developing Service Products and Experience Design – Reserved Seating
  - Key contact: Stephen Colanero, SVP, Marketing
  - Email: colanero@msn.com

Each of these organizations faces a challenge where your recommendations are likely to be considered and implemented. This is not an ‘academic exercise’! These are important, time-sensitive initiatives with the opportunity to provide students with real world experience for resumes, interviews and follow up contacts. Consequently, the projects will be the focus of much of our class time as well as study time. Sponsors have been assured they can count on you to make their time investment worthwhile.

**Schedule of Class Topics and Activities**

<table>
<thead>
<tr>
<th>Class</th>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Text</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>1</td>
<td>T</td>
<td>August 27</td>
<td>The Service Economy, Overview of Service Marketing</td>
<td>Chapter 1</td>
<td>Team preferences</td>
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<td>2</td>
<td>TR</td>
<td>August 29</td>
<td>Understanding Customer Expectations</td>
<td>Chapter 2</td>
<td>Finalize Teams</td>
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<td>Delivering Customer Service: Starbucks Case Discussion</td>
<td>Starbucks Case</td>
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<td>T</td>
<td>Sept 3</td>
<td>Branding Services – Carol Phillips</td>
<td>Chapter 3, 10</td>
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<td>TR</td>
<td>Sept 5</td>
<td>Project Briefings (3)</td>
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<td>5</td>
<td>T</td>
<td>Sept 10</td>
<td>Customer Experience Design – Pam Henderson</td>
<td>Chapter 4, 5</td>
<td>Paper due</td>
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<td>TR</td>
<td>Sept 12</td>
<td>AMC Team – Designing and Managing Service Processes, Balancing Capacity and Demand</td>
<td>Chapter 8, 9</td>
<td>Student – led discussion</td>
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<td>Day</td>
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<td>Sept 17</td>
<td><strong>Art Institute Team</strong> – Managing relationships, enhancing customer retention</td>
<td>Chapters 12, 13</td>
<td>Student – led discussion</td>
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<td>8</td>
<td>TR</td>
<td>Sept 19</td>
<td><strong>Outward Bound Team</strong> – Improving Quality through Feedback</td>
<td>Chapter 14, 15</td>
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<td>9</td>
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<td>Sept 24</td>
<td>Speakers – Sue Ann Wiltz, Peter Lazarz, Angie’s List</td>
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<td>Sept 26</td>
<td>Speaker – Press Ganey</td>
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<td>Oct 1</td>
<td>Team Presentation</td>
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<td>Team Presentation</td>
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