



**Course Syllabus
SEMESTER
School of Business, Hospitality Management and Public Safety _**

Course Name:	Marketing of Service Business
Course & Section Number:	MKT 230-XXX
Meeting Day(s) & Time(s):	
Credits:	3
Contact Hours:	3
Text:	Services Marketing (K Douglas Hoffman)
Instructor's Name:*	
Office Hours & Location:	
OCC Phone:	
OCC Email:**	
Additional Contact Information:	

*Please call me NAME ; it is my preferred name. If you have a preferred name, please let me know so I can use it.

**Please use only Owens email for course communications.

Catalog description:

Focuses on the unique marketing and management challenges that face those in service businesses. Topics include understanding services as a process, the degree of customer contact in a service business, and how consumers evaluate service businesses. Creating value for the customer will be reviewed by studying productivity, customer relationships, and handling complaints and recovery. Developing a service market strategy through examination of customer education and promotion is studied.

Prerequisites: MKT 101

Course Materials:

MY COURSE MATERIALS

MKT 230 002 Fall 2025

MKT OF SERVICE BUSINESSES - ANNASTASIA BALOGUN

Inclusive Access

This course features an Inclusive Access product where course materials are delivered digitally on the first day of class and are included in your course fee.

Have questions about Inclusive Access? Contact our [IA Support](#) team.

INCLUSIVE ACCESS

Inclusive Access - Access this item in Blackboard.



SERVICES MARKETING : CONCEPTS, STRATEGIES, AND CASES
K. DOUGLAS HOFFMAN

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PUBLISHER: Cengage
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Inclusive Access (I.A.) Materials are included in the cost of this course to provide students with day one access to required course materials and to save students money through lower negotiated rates with publishers. You should receive an email to your Owens Community College email from the Owens e-Campus Bookstore on the first day of class, if not before, with the subject line, “Your inclusive Access Materials.” Be sure to check your spam (junk email) if you do not find it in your inbox. To access the I.A. Materials, you must use a link provided in the Blackboard course. This link in Blackboard could be labeled “Course Materials by e-Campus” or it could be an online activity/assignment that the instructor has linked to Blackboard. Contact your instructor immediately if you are unable to access the I.A. Materials.

What You Will Learn in the Course

Course Objectives:

1. The differences between goods (products) and services marketing and the seven strategic elements (the 7 P's) of service marketing.
2. The different stages of the consumer decision making process, customer expectations, and service encounters as a theatrical performance.
3. Supplementary services which may be added to the service product to enhance the service offering.
4. Design of the service delivery system through understanding of the amount of customer contact, place and time decisions, and the use of intermediaries to deliver the service.
5. How to set prices for service businesses, nonmonetary costs, and revenue management.
6. The role of marketing communication in service businesses, the differences when communicating information about services versus goods and planning the marketing communications.

7. Designing the service process through blueprinting, the role of the customer in the service production process, and self-service technologies.
8. The strategies for balancing demand and supply, managing waiting lines, reservations, and yield management.
9. The role of the service environment and those environmental dimensions that affect the consumers' behavior.
10. The service employee and managing them from recruitment to retention.
11. Customer loyalty, building customer relationships, targeting the right customers, and building bonds with customers.
12. Handling consumer complaints, service recovery strategies, and customer misbehavior problems.
13. Service quality and methods to improve quality, an understanding of techniques to improve productivity, and methods to obtain customer feedback.
14. Organizing and leading a service business for success.

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
Evaluate the application of quality customer service skills.	Service Experience Project

Technology, Lab, and File Requirements:

Computer

Internet Access

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online

resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI:

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid

- engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Student Responsibilities:

Assignment Submission: All assignments are to be submitted on Blackboard. **Assignments will be due by TIME on the listed due date.**

Late Submissions: Late Submissions will be subject to point deductions at my discretion.

Communication with instructor: The best way to reach me is via email. I also have office hours listed below and at the top of this syllabus. Please contact me or the business school to make an appointment.

- **WEEKLY ANNOUNCEMENTS:** I will post an announcement with updates from previous weeks and list what assignments are due for the current week. It is very important that you read the weekly announcements to ensure you are caught up.

Attendance: This class is entirely online but you are expected to log in at least 2-3 times a week.

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

Grading: Assignments and Tests will be graded within one week of the posted due date. Late assignments will be graded within two weeks from the submitted date.

Make-Up Policy: I will allow assignments to be made up if you have contacted me at least 24 hours prior to the posted due date explaining why you are unable to meet the deadline.

Email Response: Monday- Friday I will try to respond within 24 hours. On weekends I will respond within 48 hours. When emailing me please include your course and section number.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Value
Not-for-profit Project	SLO #1	1000 points
Weekly Assignment/Group work (15@ 30 points)	SLO #1	750 points
Customer Service Evaluation	SLO #1	200 points
Service Experience Analysis Project	SLO #1	300 points
Final	SLO #1	300 points
Total		2550 points

The final course grade is to be computed using the following weights.

Grading Scale

Grade	Points
A	2295-2550
B	2040-2294
C	1785-2039
D	1530-1784
F	0-1529

Not-for-profit Project

You will evaluate and improve the marketing strategy of a not-for-profit organization by applying service marketing principles such as value creation, customer (donor/volunteer) relationships, and promotion.

Deliverables:

- Written report and presentation
- Marketing SWOT analysis

- Identification of the service offering and target audiences
- Recommendations for improving customer (or donor) engagement, communication, and promotional tactics

Weekly Assignment/Group Work:

You will be responsible for completing the individual weekly assignment (reflection)(15 pts) and group work (in class)(15pts). See Calendar for more details.

Customer Service Evaluation:

You will assess the customer service performance of a real-world service business, identify areas of weakness, and develop a complaint management and service recovery plan.

Deliverables:

- Evaluation report based on personal mystery shopping, online reviews, or interviews
- Customer journey map
- Complaint handling analysis
- Service recovery strategy (including scripts, policies, or training ideas)

Service Experience Analysis:

You will choose a service business—either one you’ve used before or are experiencing for the first time—and analyze it through the lens of service marketing concepts covered in class.

Using tools like the 7 P’s of Service Marketing, the Three-Stage Model of Service Consumption, and Service Blueprinting, you’ll evaluate the customer journey and identify opportunities for marketing improvement. Your final deliverable will include an analysis of the service experience and three actionable recommendations to enhance customer satisfaction, loyalty, or brand perception.

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

Tentative Class Assignments:

Week	Topic	Due Dates
1	What is a Service? Compare a Service and Product 7 P's of Service Marketing <i>Activity: "Service vs Product Showdown"</i> Assignment: Short reflection: "How do the 7 Ps change the way we market a service?"	DATE
2	Three-Stage Model of Service Consumption. Prepurchase Stage for Services. Service Encounter Stage for Services. Postencounter Stage for Services. <i>Activity: "Customer Journey Walkthrough"</i> Assignment: Create a visual journey map with pain points and marketing opportunities.	DATE
3	Chapter 3: (ESG) Environmental, Social, and Governance <i>Activity: ESG in Action</i> Assignment: TBD	DATE
4	Chapter 4: Consumer Behavior in Services Marketing <i>Activity: "Build-a-Service Workshop"</i> Assignment: Present the core vs. supplementary elements and branding plan.	DATE

Week	Topic	Due Dates
5	Chapter 5: The Service Delivery Process <i>Activity: “Click or Brick?” Debate</i> Assignment: Write a 1-pager on how digital delivery has changed a service industry.	DATE
6	Chapter 6: The Pricing of Services <i>Activity: “You Be the Pricing Manager”</i> Assignment: Short essay: “What would make this pricing model unfair?”	DATE
7	Chapter 7: Developing the Service Communication Strategy <i>Activity: “Service Ad Pitch”</i> Assignment: Brief write-up explaining how their campaign aligns with the communications mix. Service Experience Analysis Project Due DATE	DATE
8	Chapter 8: Managing the firms physical evidence <i>Activity: “Blueprint That Service”</i> Assignment: Highlight one step where tech improves/damages customer value.	DATE
9	Chapter 9: People vs Strategy: Managing Service Employees <i>Activity: “Service Bottleneck Detective”</i> Assignment: Write a plan using	DATE

Week	Topic	Due Dates
	demand-shifting strategies (e.g., incentives, staffing).	
10	Chapter 10: People vs. Strategy: Managing Service Customers <i>Activity: “Mood Matters” Walkthrough</i> Assignment: Create a mood board redesigning a poor service environment. Customer Service Evaluation Due DATE	DATE
11	Chapter 11: Defining and Measuring Customer Satisfaction <i>Activity: “Service Culture Roundtable”</i> Assignment: Write a “Service Leadership Manifesto” from a manager’s POV.	DATE
12	Chapter 12: Defining and measuring Service Quality <i>Activity: “Loyalty Wars”</i> Assignment: Design a basic loyalty program for a service of their choice.	DATE
13	Chapter 13: The art of Service Failure and Recovery Management <i>Activity: “Fix This Fail” Roleplay</i> Assignment: Write a revised customer service script that includes a service guarantee.	DATE
14	Chapter 14: Customer Loyalty and Retention <i>Activity: “Survey Sleuths”</i> Assignment: Create a simple customer feedback tool or survey.	DATE

Week	Topic	Due Dates
15	Chapter 15: Pulling pieces together: Creating a World Class Service Culture Activity: “Inside a Great Service Org” Assignment: Final reflection: “What do I want service leadership to look like in my future role?” Not-For-Profit Project Due DATE	DATE
16	Final Exam	DATE
	Graduation DATE	

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.