



Welcome to Services Marketing *Online*!

My name is Cheryl O'Meara Brown and I am very glad to have you in my class. (Please read the "Welcome" News item on the course home page for some info about me.)

Read this syllabus very carefully, as it is a substitute for the first class meeting -- it contains all of the important information that you need to know for this class.

You also need to review the course schedule and make note of the important deadlines for assignments. I recommend printing the course schedule out for easy reference throughout the semester as a back-up to the CourseDen calendar and/or any other electronic calendars you use.

LEARNING MANAGEMENT SYSTEM: COURSEDEN

- UWG uses CourseDen (a.k.a. Brightspace, formerly Desire2Learn) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide: <http://uwgonline.westga.edu/online-student-guide.php>.
- UWG|Online provides a training resource for all students – the “CourseDen Training & Free Resources for Students” course. This course provides a wealth of information for using CourseDen, where to find support, integrated tools and services, 3rd party software, and student success skills (time management, study skills, etc.)
- To access this course:
 1. When you first login, on the CourseDen Homepage, navigate to the “My Courses” widget (top-right)
 2. Next to “Role”, change your role from “Student” to “Orientations”
 3. “CourseDen Training & Free Resources for Students” course will be the only one listed under “Training Semester”

- There are helpful tutorials for CourseDen provided in the "Help" tab at the top of the screen.
- **Our UWG Online team is a FANTASTIC resource. If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their contact information can also be found in the "Help" tab.** Additionally, their website includes accessibility information for disabled students.

SCHEDULED COURSE DEN MAINTENANCE

Please **PAY ATTENTION** to the scheduled maintenance days/times that are performed on a regular basis. **(For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.)** *You need to avoid taking quizzes, turning in assignments, etc. anywhere near the scheduled maintenance times or else your work could be lost!*

The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the TOP of the CourseDen home page.

You should also note that CourseDen can be accessed directly (via <https://westga.view.usg.edu>) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)

INTRO TO THE CLASS

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be "easier." You will not find that to be true for this class.

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). **In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.**

Additionally, in a traditional class, you are expected to spend 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on

that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version.

I look forward to a great semester!

TEXTBOOK, BASIC COURSE INFORMATION

Course: Services Marketing Online, MKTG 4861

Instructor: Cheryl O'Meara Brown, MBA

Required Text Material: Services Marketing, 4e, by K. Douglas Hoffman and John E.G. Bateson. Thomson/South-Western.

ISBN 13: 978-1-4390-3939-7

ISBN 10: 1-4390-3939-9

While you are welcome to buy an older edition of the book and much of it may be the same as or similar to what's in the new edition, I cannot guarantee that an older edition will have everything you need for assignments, quizzes, cases, etc.

If desired, you may purchase an electronic version of the book ("e-book").

UWG Bookstore: <http://www.bookstore.westga.edu/>

*Note: if you choose to order your book online (e.g. from half.com or another site), you are still expected to turn the assignments in on time (regardless of whether you have received your book). **No make-up work will be allowed.***

Pre-requisites: Enrollment in this course requires compliance with the College of Business Policy for Major Status and completion of MKTG 3803.

Online Academic Support and Student Resources:

There are multiple links to Academic Support, Counseling, the UWG Online Helpdesk and other resources on the CourseDen home page.

Course Description: This course will define and differentiate the marketing of services from the marketing of tangible goods. You will study the consumer decision processes involved in services marketing, ethical issues, challenges for management, strategic issues that affect the

marketing mix and the servuction model, and customer satisfaction and retention methods for service providers.

Learning Goals: Upon successfully completing the course, the student should be able to:

1. Understand the fundamental differences between goods and services. (LG 4)
2. Recognize how ethical decision-making and managerial leadership affect services marketing strategies and decisions. (LG 5)
3. Understand the strategic issues that affect marketing for services. (LG 6)
4. Have basic knowledge of how services are delivered and priced. (LG 8)
5. Discover how do define and measure customer satisfaction and service quality. (LG 7)

Please also read the information at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

COURSE FORMAT AND ASSIGNMENTS

This course consists of reading assignments, discussion postings, hands-on written assignments, and quizzes, which are presented to you in **Modules** inside the Content link/file at the top of the page.

Within each Module, you will be given the following:

- **A Checklist** to let you know what's expected of you for that Module, including the required reading. You should use the checklists to track your progress and mark off (check) the items that you've completed as you complete them.
- **Learning Objectives** for that Module.
- **PowerPoint Slides** have been created to highlight important topics and to use for taking notes while reading.
- **Self-Check Practice Quizzes** are intended to help you learn the material and prepare for assignments and quizzes. They do NOT count toward your final grade.
- **Graded Assignments**, which may include a case analysis, written assignment, quiz, and/or discussion posting.
 - These assignments are due by 11:59pm (Eastern time) on the due date for the Module they are in. Refer to the Course Schedule for easy reference. If an assignment is not turned in by 11:59pm on its due date, it will not be accepted under any circumstances and you will receive a zero. There are no exceptions to this rule.
 - However, the lowest quiz grade and lowest assignment/discussion grade will be dropped! More info at bottom of page.

Note: CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm; see "[Scheduled CourseDen Maintenance](#)" section of syllabus for more info.

More Information on Assignments:

Written Assignments and Cases:

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your assignments, the higher your grade will be.

As this is a **senior-level course**, I expect your marketing knowledge (everything you've learned so far) to shine through! Also, since you'll be graduating and entering the business world soon, I expect well-written, grammatically correct assignments.

Discussion Posts:

Your original discussion posts will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your posts, the higher your grade will be.

When replying to classmates' original posts, really put thought into both what THEY wrote, and how you would like to reply. If they posted something that doesn't make sense to you or you think could be incorrect, tell them... You will help each other learn this way. Also, if you agree or disagree with something they said, you should specify exactly what you agree/disagree with along with WHY. In other words, you should elaborate and ask questions of one another. Review the **General Discussion Rubric** (click on Rubrics at the top of the page) to see specifically how your discussion posts will be graded.

In general, you can expect assignment and discussion grades to be posted within one week of their due dates.

Quizzes:

Quizzes will relate to the reading assignments for their respective chapters and will contain ten multiple-choice and true/false questions. You will have 45 minutes per quiz and only one attempt.

A note about quizzes: You may notice that you will not be able to review your quizzes after you have completed them. However, if you would like to review a quiz, we can arrange (ahead of time) a date/time for you to do so in the Marketing Department.

There is also one Syllabus Quiz due in the first Module, which has between 20 and 30 questions and a time limit of 30 minutes.

You **ARE ALLOWED** to complete any material (exams, quizzes, assignments, case analyses, discussions) **EARLY** if you desire to do so. However, please be aware that assignments and discussions will not be graded until after their due dates.

*****Your lowest quiz grade will be dropped.*****

*****Additionally, assignments and discussions will be grouped together, and the lowest grade will be dropped.*****

I understand that serious personal problems occur (deaths in family, storm damage, etc.). This (along with technical/computer problems) is why the lowest grades are dropped.

CLASS ANNOUNCEMENTS, CONTACTING THE INSTRUCTOR

Announcements: Any important course announcements from your instructor will be made via the **News** tool on the course home page. I recommend that you log in to the course often (at least once per day).

Contacting the Instructor/Office Hours:

1. In-person, face-to-face office hours (what?!?): Please come by my office sometime to say hello, and/or if you have something you need to ask or discuss with me. My office hours this semester are Monday/Wednesday 8:30-9:30am, 10:45am-11:30am, and 1:45-2:30pm in Miller Hall, Marketing & Real Estate Department (upstairs), office number 2306.

***Note: office hours above do not pertain to holidays or finals week**

2. Email: **For the fastest reply, use cbrown@westga.edu.** You may also use the course Email within CourseDen, but since these messages do not come to my phone it may take slightly longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to e-mails on the weekend.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with "see syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

3. If my office hours don't work for you, I am happy to schedule an appointment with you at another time! My second office is Dunkin Donuts, so we can meet there or on campus or wherever is convenient.

Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.

E-mail Courtesy and General Netiquette: Remember that e-mailing is not texting, and the use of *good manners and proper grammar* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all be respectful and professional at all times.

ACADEMIC HONESTY, ADA

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in **a grade of zero for the assignment/assessment and is grounds for dismissal from the College of Business.**

Academic dishonesty (cheating) includes, but is not limited to:

- Looking up ("Googling") answers to quiz questions online
- Searching (online or elsewhere) for assignments that have been done by someone else
- Using someone's materials from a previous semester
- Anything that you wouldn't do with your instructor looking over your shoulder

Americans with Disabilities Act

The Office of Disability Services will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations.

If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please notify your instructor using the course email system by the end of the second full week of class and attach a PDF copy of your SAR (Available from the Office of Disability Services).

<http://www.westga.edu/~dserve/>

TECHNICAL ISSUES

Problems with Computers or Internet on Campus:

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is:

<http://www.westga.edu/its/>.

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until until 11:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a quiz thinking that it will be your dropped grade; etc.)

Technical problems (along with serious personal issues) are why the lowest quiz grade and lowest assignment/discussion grade are dropped.

FINAL GRADE CALCULATION

Assignments will be weighted according to the following scheme in the calculation of your final grade:

Case Analyses, Assignments, and Discussions (11, lowest dropped) -----70% total (7% each)
Quizzes (11, lowest dropped) -----30% total (2% each)

A= 90.0% or more
B= 80.0% to 89.9%
C= 70.0% to 79.9%
D= 60.0% to 69.9%
F= 59.9% or below

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz/exam is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as <https://www.youtube.com/watch?v=P0oinC6ejFI>, <http://www.conquercollege.com/gradecalc/> and <http://www.youtube.com/watch?v=RaNHV6W1p84>.)

I'm sorry, but I am unable to respond to students asking what they need to make on a particular assignment to get an A (or B, etc.) in the class.

AND FINALLY....

This will be a busy semester, but if you do the reading, keep up with the work, and let me know if/when you have questions about the material, I promise you'll do well and learn a great deal about services marketing!

Let's do this!

