



LINCOLN UNIVERSITY

BA 375 Service Marketing
Fall 2024
Wednesday 12:30 – 3:15 p.m.
Credit 3 units - 45 lecture hours
Instructor: Dr. Bill Hess
Level: Mastery 2 (M2)

CATALOG COURSE DESCRIPTION

This course provides comprehensive understanding of the differences between marketing and sales of services compared to products. It focuses on developing and implementation of effective marketing programs for service industries and covers concepts of blueprinting service customer interactions, chase, vs shift demand, asset revenue generating efficiency. (3 units) Prerequisite BA 304

OBJECTIVES

The study of the marketing of service organizations is special. Over 75% of the U.S. GDP is for services. The GDP for many of the industrialized nations is similarly high. The requirements for the management of the marketing process are unique. The objectives for this course are for the student

to understand the differences between the marketing and sales of services compared to products.

to study the four P's as they relate to service marketing

to learn how to manage the marketing process for services.

to understand the real differences of various services and how to effectively develop marketing programs that direct selling activities to accomplish company goals.

TEXT

Services Marketing: Textbook provided by professor

WRITTEN ASSIGNMENTS

There will be written assignments during this course. There will be a formal report of an outside project. Assignments will be typed.

OUTSIDE PROJECT

There is an outside project. This project consists of determining what is required to have a successful marketing program for a service organization by interviewing managers responsible for that activity.

BIBLIOGRAPHY

In addition to the text used for this course it may help the students to expand their interest in the subject by reading material in other texts. Recommended texts for more detailed investigation of service marketing include:

Essentials of Services Marketing: Hoffman, Bateson; Southwestern; 2001 Second Edition

Managing Services Marketing: Bateson: The Dryden Press, 1989. First Edition

Services Marketing A Strategic Approach: Goncalves; Prentice Hall 1998.

Services Marketing: Lovelock; Prentice Hall; 3rd edition. 1996.

Strategic Marketing for Nonprofit Organizations: Kotler, Andrease; 1991, Fourth Edition.

Big Ideas for Small Service Businesses: Ross & Ross; Communication Creativity; 3rd edition. 1994.

The Essence of Services Marketing: Payne; Prentice Hall; 1993.

Service Marketing: Rust, Zahorik, Keningham; Harper Collins; 1996.

Selling the Invisible: Harry Beckwith; Warner Books, 1997

EVALUATION IN GRADING

This course is comprised of study of the textbook, outside readings, class discussion of assigned reading, study and analysis of case histories, outside project.

Thought process and analysis are the important components in case history and project assignments. Ease of reading and conciseness are important elements in such reports

GRADING

Grades will be based on the quality of project report, classroom participation, and examination. Attendance is important. Classroom participation is not possible if you are not in class. Grades will be based on:

- Classroom discussions 50 points
 - Assignments 50 points
 - Project 100 points
 - Exam 100 points
- 300 points

280 – 300 – A	259 – 279 – A-	248 – 258– B+	237 – 247 – B
225 – 236 – B-	215 – 224 – C+	204 – 214 – C	193 – 203 – C-
182 – 192 – D	Below 182 - F		

INSTRUCTOR

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Co.; Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W. H. Brady Co. As Sales Manager Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Co., Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales consulting firm. For help with your course work you can reach Professor Hess at his office 415/456-9765. E mail address is Whess@Lincolnuca.edu. If you do not receive a response in 48 hours contact him again.

COURSE SCHEDULE

August	26	Introduction to course. Discussion of services and difference With products and how those differences effect marketing.
September	4	Chapter 1 Distinctive Aspects of Services Marketing
	11	Chapter 3 Developing Frameworks for Understanding Services Marketing
	18	Chapter 4 Positioning a Service in the Marketplace First article due
	25	Chapter 5 Targeting Customers and Building Relationships
October	2	Hand in and discuss updates on projects.
	9	Chapter 6 Managing Demand
	16	Service Positioning Through Structural Change Second article due
	23	Understanding Costs and Developing Pricing Strategies.
	30	Chapter 10 Communicating and Promoting Services Two ads assignment
November	6	Chapter 11 Enhancing Value by Improving Quality and Productivity Third article due.
	13	Chapter 13 Organizing and Implementing the Marketing Effort
	20	Update on project – hand in. Fourth article due
	27	Fall break. No class. Enjoy.
December	4	Fifth article due. Review course
	11	Projects due Final Exam

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class, the student will receive 5 points.

Name as on university records

ID No. _____

Lincoln University email address:

Signature:

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally, I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine, I will receive no points for the assignment.

Revised: August 5, 2024