



## LINCOLN UNIVERSITY

BA 375 Service Marketing  
Spring 2025  
Wednesday 3:30 – 6:15 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.

### **TEXTBOOK**

Services Marketing: Textbook provided by professor

### **METHODOLOGY**

Instruction will include lecture, student discussion of assigned material, case study, and individual assignments.

### **COURSE WORK**

Course work will include study of the textbook, discussions of current events, case history analysis, assignments, and a major project. All hand in assignments must be typed. Assignments are due at the start of the class in which they are assigned. Lincoln University uses APA style format for student work. If you are unfamiliar with this format, contact the library for help. There are also free booklets available to show you the steps in using APA style format. Contact the library for help.

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

Learning a subject is not about memorizing terms, definitions, or material in the textbook. It is to develop an understanding of the concepts, principles, application of course material. Students need to use all resources available to learn – class discussions, what you see/experience in daily life, course assignments, exams, the textbook. If you choose to confine your learning to material in the textbook, you will severely restrict your learning. Memorizing terms/definitions is not sufficient to pass the course. If you choose not to study the textbook in preparation for class, you will severely restrict your learning which could severely restrict your grade. The choice is yours.

One of the requirements to be successful in business is being on time for appointments/meetings/assignments. We are a business school helping prepare you for the business world. This means you are to turn in assignments on time. Assignments are outlined in the syllabus. If you do not understand anything with an assignment, you are to ask for clarification. Saying you did not understand the assignment is unacceptable. Assignments more than one week late will receive no points. Additionally, you are expected to be prepared to learn the material listed for each day. That means you have studied – not just read – the material assigned for each class before coming to class. Graduate students are expected to spend 1 – 3 hours in preparation for each class hour. If you choose not to do so, you will reduce your learning and probably lower your grade. Again, the choice is yours.

### **CLASS ATTENDANCE**

I will take attendance 15 minutes after the starting time listed for the course. I will not keep track of those who come after that. Attendance does not earn grade points. Attendance in class enables you to participate in class discussions, hear other student questions. These will help you better understand course material. If you miss any part of a class session, it is your responsibility to follow-up to learn what you missed. This could mean assignment modifications, group assignments, instructional material.

### **ARTICLE ASSIGNMENT**

To help students learn about business, students will be required to find two business articles related to service marketing. This could be from newspapers, trade journals, magazines, white papers. Not news releases. Copy or bring in the article along with a written description of what you learned about marketing. Copying excerpts from the article are not acceptable.

### **CLASSROOM DECORUM**

The classroom is for learning and studying. Anything that disrupts learning is unacceptable. Differing opinions or points of view are acceptable as long as they are presented respectfully for the purpose of learning. A student disrupting the learning environment will not be tolerated and will be asked to leave the classroom. Such disruption could be cause for removal from the course.

Students are to remain in class during the entire session except for breaks. Students are not allowed to come and go during class session. Cell phones are not to be used in the classroom during instructional time. People not following these rules will be required to leave the class, and a note will be sent to the Provost. You can use a computer in class only to take notes. All class participants are expected to exhibit respectful behaviors to other students and the instructor. Inappropriate or disruptive behavior will not be tolerated. Students engaging in disruptive behavior in class will be asked to leave and will be reported to the Provost. No eating is permitted during class time.

Students are required to behave in class in accordance with Lincoln University's Student Honor Code and Standards of Conduct. Both of these are found in your student handbook at the following link:

[http://file.lincolnuca.edu/catalog/student%20Handbook/Student%20Handbook%20\(20202021\).pdf](http://file.lincolnuca.edu/catalog/student%20Handbook/Student%20Handbook%20(20202021).pdf)

## **REQUIREMENTS**

Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade “F” (with zero points) and a report to the Provost. Administrative policy on ABSENCES FROM CLASS: A student may be DISMISSED after missing 3 consecutive classes registered in a semester.

## **WRITTEN ASSIGNMENTS**

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

## **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. I will discuss this in class.

## **PROJECT GRADING**

Your project grade will be based on your work. You may have up to 8% similarity from Turnitin on your report. If it is more than 8% you will lose points. For example, assume you receive a grade of 90 points for the 100 point paper. Your similarity report is 16%.  $100 - 16 = 84$ . You will receive  $100\% - 16\%$  or 84% of the 90 points. That means your paper will receive a grade of 75.6 points for your project report.

Your document must be submitted in word. I will submit your report to Turnitin to be sure no one copied from any sources. You can use material from internet sources if you provide proper reference/citation

## **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

## **Virtual Library (available 24/7)**

In case you want to do some research on an industry or a company I have asked Nicole Marsh, Lincoln University's Head Librarian, to provide some library sources you can use. Here are guidelines. Follow them closely.

The library's collection is primarily online. That means you can access our e-databases from home 24 hours a day, 7 days a week. This includes thousands of journal articles, newspaper and magazine articles, eBooks, videos, business plans, company and business data, reference material, etc. All of

the library's electronic resources are listed with descriptions in the [LIRN Portal](#). The portal can be accessed from our Library web page and with the following link (restricted to the Lincoln University community):

LIRN Portal: <https://proxy.lirn.net/LincolnUniv>  
Login & Password: same credentials as your school email

Library resources are meant only for members of the Lincoln University community and are not to be shared outside of that. If we find someone has allowed a non-Lincoln University student to use these sources, we will close the portal which means no one will have access to these excellent databases.

### **Plagiarism**

Plagiarism is defined as presenting someone else's work or ideas as your own. Lincoln University subscribes to Turnitin plagiarism prevention service. You will need to submit written assignments to Turnitin before submitting a final report. Students are required to submit the Turnitin report along with his/her paper or project. Students in a group project will share any penalties for plagiarism. For Turnitin, similarities up to 8% are acceptable. A paper or report with similarity 9 – 30% will receive the following grading. The paper/report will be graded. Then I will reduce the score by the amount of plagiarism. e.g. Paper/project receives 90%, but Turnitin reports 16% similarity.  $100 - 16 = .84$  The paper/project will receive  $90 \times .84 = 75.6$  points. Turnitin has a system to help students with grammar and spelling. You are encouraged to use it.

### **CHEATING**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) using notes or electronic means to obtain test information. ( e ) allowing others to do an assignment or portion of an assignment; (f) collaborating with other students to complete assignments without the instructor's approval (g) using a commercial term paper service

### **EXPECTATIONS**

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the marketing operations of a company. We will discuss the application of marketing theory to real life situations drawn from my professional experience. I want you to share your own experiences – or if you have limited work experience - to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Notes, electronic dictionaries, or any method of obtaining information is not permitted during quizzes or exam.

### **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		

## **MAKE-UP WORK**

Assignments are to be on time at the start of class. Late assignments will be reduced 50% in grade. Assignment turned in over 1 week late will receive no points. Quizzes and exam cannot be made up if missed – unless there is a documented emergency.

## **TURN IT IN**

The project report is to be submitted with a Similarity Report from Turnitin. Each person will need to create an account to do so. Here are the instructions on how to do so:

1. Go to [www.turnitin.com](http://www.turnitin.com) and click
2. Instead of login click on 'Create Account'  
It is clickable and you can find at the top right-hand side corner
3. The page will appear as "Create a User Profile" where you need to go down below that page and there is a student button and click there.
4. Then the page will appear as "Create a Student Account" where you need to key in the given Class ID Class ID is 41425191 Enrollment Key is BA 304.

Fill those details in the respective places and also fill out all your email ids etc. below the page. and you are set for the class and then submit your report.

## **Use of Turnitin**

Turnitin is a tool to help you in your work. You can use it for spelling and grammar help. You can use it to determine how much of your project report came from the internet. **When you have your final project report written you are to submit it to Turnitin for a similarity report. Turn in your project report and the similarity report together.**

## **Final Notes**

Exam cannot be made up if missed – unless there is a documented emergency. This requires an original document signed by a licensed medical doctor.

The professor reserves the right to modify the course as necessary to achieve student outcomes.

If you require special accommodations for this course, you should notify Student Services. Please contact them at [studentservices@lincolnuca.edu](mailto:studentservices@lincolnuca.edu) 510/628-8034. You will need a letter of accommodation from a licensed medical practitioner. After notifying Student Services make an appointment with your instructor(s) to have a confidential discussion of what you will require for this course

**Course Outcomes**<sup>1</sup>

	Course Outcome	Program Learning Outcomes	Institutional Learning Outcomes	Assessment activities
1	The development of a marketing plan that incorporates the marketing concepts and advance the company’s goals/plans	PLO 1	ILO 1b, ILO 2b	In class group exercises on the macroenvironment. Determination in class exercise of the differences between products and services
2	To learn how to obtain information to make business decisions.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Presentation by library staff on secondary business resources available  In class exercise on evaluating a market research questionnaire.  In class exercise on designing a market research questionnaire.
3	Develop business decision making skills specifically for marketing implementation.	PLO 4	ILO 4b, ILO 5b, ILO 6b	After using primary and secondary resources the students have to determine what is required to be a successful business in the industry they are studying.
4	Learn how to assess the performance of a service.	PLO 5	ILO 4b, ILO 5b	After learning the “Asset Generating Efficiency Model” use it in evaluating the company under study.

**Reference:**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

	solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

## **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](mailto:Whess@Lincolnuca.edu). If you do not receive a response in 48 hours contact him again.

## **COURSE SCHEDULE**

January	29	Introduction to course. Discussion of services and difference With products and how those differences effect marketing.
February	5	Chapter 1 Distinctive Aspects of Services Marketing
	12	Chapter 3 Developing Frameworks for Understanding Services Marketing
	19	Chapter 4 Positioning a Service in the Marketplace First article due
	26	Chapter 5 Targeting Customers and Building Relationships
March	5	Hand in and discuss updates on projects.
	12	Chapter 6 Managing Demand
	19	Spring Break. No class. Enjoy
	26	Service Positioning Through Structural Change Second article due
April	2	Understanding Costs and Developing Pricing Strategies.
	9	Chapter 10 Communicating and Promoting Services Two ads assignment
	16	Chapter 11 Enhancing Value by Improving Quality and Productivity Third article due.
	23	Chapter 13 Organizing and Implementing the Marketing Effort
	30	Update on project – hand in. Fourth article due
May	7	Fifth article due. Review course
	14	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.