

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITANO CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

COURSE TITLE	:	SERVICE MARKETING
CODE AND NUMBER	:	MKTG 3237
CREDITS	:	THREE (3)
ACADEMIC TERM	:	
INSTRUCTOR	:	
OFFICE LOCATION AND HOURS	:	
OFFICE TELEPHONE	:	
E-MAIL	:	

II. DESCRIPTION

Analysis of the characteristics of services and products and their application in the development of marketing strategies. Required MKTG 1210.

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Contrast between the marketing of goods and services.
2. Identify the areas of services with the most growth.
3. Develop strategies for marketing services.
4. Apply marketing tools in current and potential services.

IV. CONTENT

A. Fundamental of Marketing Services.

1. The importance of marketing services.
2. The impact of the environment in services.
3. Basic Service Concepts
4. The Psychology of Communication

5. Service Quality
6. Customer Service
7. Service gaps

B. Trends in the service market

1. Changes in services
2. Specialized vs. general services.
3. Globalization
4. Customer Satisfaction
5. The impact of technology

C. Strategic Planning for Services

1. Product
2. Price
3. Distribution of Services
4. Communications and Promotion
5. People
6. Processes
7. Physical Evidence

D. Strategies for service category based on the market.

1. Public Services
2. Private Services
3. Supplementary Services

V. LEARNING ACTIVITIES

This is a suggested list of learning strategies for the course:

1. Conferences and class discussions.
2. Case discussions.
3. Prepare a marketing services campaign.

VI. EVALUATION

Include the assigned value of each evaluations criteria to determine the final course grade.

	Punctuation	% of Final Grade
3 Partial Exams	300	50
Final Exam or Equivalent	100	25
Short Tests	100	15
Assignments	100	10
Total	600	100

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306.

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at ext. 2262 / 2147, or by e-mail griverar@metro.inter.edu.

The normative document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbook

Bitner, M. , Gremler, D. & Zeithaml ,V. (2017): Services Marketing: Integrating Customer Focus Across the Firm 7th Edition

Wirtz, J. & Lovelock, J. (2016): *Services Marketing: People, Technology, Strategy* (8th Edition) Apr 11, 2016.

Electronic Resources

<http://cwx.prenhall.com/bookbind/pubbooks/berman3/>

www.ama.org

www.marketing.com

Pro Quest Database

IX. BIBLIOGRAPHY (OR REFERENCES)

Bitner, M., Gremler, D. & Zeithaml. (2017): Services Marketing: Integrating Customer Focus Across the Firm 7th Edition.

Hoffman, K., and John E.G. Bateson (2016): Services Marketing: Concepts, Strategies, & Cases.

Lovelock & Jochen W. (2016): Services Marketing: People, Technology, Strategy 8th Ed.

Jochen Wirtz and Patricia Chew (2015): Essentials of Services Marketing 3rd Ed.

Magazines

Business Week,
Harvard Business Review,
Marketing News
Fortune

Rev. 04/2019; 10/2020;4/2021;5/2021