Integration of service systems management, human behavior, and marketing in the creation, delivery, and assurance of service quality and customer satisfaction.

Instructor: Dr. Bonnie Canziani
Office: 473 Bryan Building
Email: bonnie_canziani@uncg.edu
Class info: Web only assignments & tests on CANVAS
Office hours: Tuesday 9 to 12 and by appointment via online communication.

Required Text:

Required textbook: exams and assignments based in part on textbook. (USED BOOKS ARE FINE—you do NOT need the test sheet or test code)


Additional required readings and viewing materials, e.g., Lovelock & Wright .pdf, will be posted on our UNCG Canvas Course Management System: http://courses.uncg.edu/log-in/
## Course Technical Guidelines:

| Web Resources          | 1. Announcements and other messages may also be sent to you, so check for these daily during the week. Set up Canvas to notify you when announcements or emails are sent.  
<table>
<thead>
<tr>
<th></th>
<th>2. Make sure you update your Internet browser so that Canvas functions properly. 256-TECH is your go to support line for IT.</th>
</tr>
</thead>
</table>
| E-mail Tips            | bonnie_canziani@unCG.edu  
|                        | (E-mail is the requested way to contact me.)  
|                        | **Email Rules (PLEASE FOLLOW):**  
|                        | 1. Put STH or ENT 451 somewhere in the subject line so it doesn't go to my SPAM.  
|                        | 2. Use your UNCG account or email me through CANVAS.  
|                        | 3. Try not to ask me questions that you can answer yourself by looking at the syllabus or the blackboard site. You should read the posted Syllabus document a couple of times.  
|                        | 4. Don't expect an immediate reply. I usually require a one business day window but often answer sooner.  
|                        | 5. When replying to one of my emails, please leave all relevant past information in your reply as part of whole conversation. |

## STUDENT LEARNING OUTCOMES:

Upon successful completion of the course, the student should be able to:  
1. Explain differences between marketing a service versus manufacturing a product.  
2. Summarize the unique challenges involved in managing and marketing services for small and large businesses.  
3. Distinguish various components of the service marketing mix as well as key issues required in controlling service quality.  
4. Discuss the role of customers in service delivery, customer satisfaction, relationship building, customer loyalty, and service recovery.  
5. Apply service marketing concepts to develop marketing strategies and techniques to promote small and startup businesses.  
LESSON PLANS AND SCHEDULE

This course is divided into chapter-based modules with discussion assignments for credit, tests, and individual projects. See schedule for further detail on topics and tasks.

NOTE!!! Be responsible for time management and use the assigned readings to prep for your tests. Just because something is due on a certain day does not mean you have to wait to study for it or do it last minute on that day.

COURSE DATES/DEADLINES

- Note: the Canvas course runs until last day of the semester. No work will be accepted after that. There is no final exam.
- Examine the course schedule carefully. I try to grade efficiently around my other work duties and travel and so I do require work to be submitted on time.
- WORK IS ALWAYS DUE ON TIME. You can submit work earlier than assigned due date. I may or may not have time to grade it early, so that is not a given.
- No late work on assignments accepted due to an extremely tight grading schedule that needs to be followed to get work back to you in a timely fashion.
- NOTE: THE Course Sign-in MUST BE DONE BY Friday, January 17, 2020, BY MIDNIGHT EST (NC) TIME ZONE, TO STAY ENROLLED IN THE COURSE.

GRADING POLICIES:

- Due to the web format of the class, no work is accepted outside of class [or outside of CANVAS channels, e.g., tests and submissions on CANVAS]—**do NOT email, put under my door, or in my mailbox** any work assignments.
- **No late submissions are accepted**: All deadlines are enforced with no exceptions.
- **Make-up policy**: No make ups permitted. See next sentence.
- I will give one opt-in comprehensive test you can optionally do last week of class to replace your lowest test grade. If you miss a test, this helps erase the zero. This cannot replace assignment points, just replaces one lowest test grade.
- Students are responsible for checking their grades on Canvas frequently. Please e-mail your instructor as soon as you have any questions regarding your grades.
- **No grade change request will be accepted after any assignment, quiz, test, or other grade has been posted for 48 hours or after final grade has been submitted to Genie.**
**EVALUATION AND GRADING:**

*By reviewing this chart and following explanations, students will know exactly what they are to accomplish in this class as well as how their grade will be determined.*

<table>
<thead>
<tr>
<th>Assignment/Activity Description</th>
<th>Points Possible</th>
<th>Due Date/Information</th>
<th>Student Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial course sign-in</td>
<td>5 points</td>
<td>Due Friday January 17 by 11:59 PM to stay registered in course</td>
<td></td>
</tr>
<tr>
<td>4 discussion posts (and replies to group mates). Must show learning related to course, not just opinion. Uses Critical Incident Technique (CIT) method for writing posts.</td>
<td>40 points</td>
<td>Due as per course schedule. Initial entries by Wednesday and replies to others by Sunday of weeks due.</td>
<td>1 through 5</td>
</tr>
<tr>
<td>3 projects. Longer individual practical assignments.</td>
<td>45 points</td>
<td>Due as per course schedule.</td>
<td>1 through 6</td>
</tr>
<tr>
<td>4 tests (40 questions * 1 point = 40 pts per test) on concepts, essential terms, and principles of service management. Each test covers 2 text chapters plus Lovelock &amp; Wright and any other posted supplementary material.</td>
<td>160 points</td>
<td>Due before test closing time as indicated on course schedule and Canvas syllabus.</td>
<td>1 through 6</td>
</tr>
</tbody>
</table>

**Total points possible during the course** 250 points

You will receive a score of 0 for any work not submitted. To receive credit for the course, you must earn a letter grade of D- or higher based on fulfilling assigned course work (e.g., assignments, quizzes, tests, etc.). Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are below:

- **Estimated Letter Equivalencies for the Final Course Grade out of 250 possible points**

<table>
<thead>
<tr>
<th>Numerical Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>233-250</td>
<td>A</td>
</tr>
<tr>
<td>225-232</td>
<td>A-</td>
</tr>
<tr>
<td>218-224</td>
<td>B+</td>
</tr>
<tr>
<td>208-217</td>
<td>B</td>
</tr>
<tr>
<td>200-207</td>
<td>B-</td>
</tr>
<tr>
<td>193-199</td>
<td>C+</td>
</tr>
<tr>
<td>183-192</td>
<td>C</td>
</tr>
<tr>
<td>175-182</td>
<td>C-</td>
</tr>
<tr>
<td>168-174</td>
<td>D+</td>
</tr>
<tr>
<td>158-167</td>
<td>D</td>
</tr>
<tr>
<td>150-157</td>
<td>D-</td>
</tr>
<tr>
<td>&lt; 150</td>
<td>F</td>
</tr>
</tbody>
</table>
General online test guidelines

- Test questions are based on the textbook, lecture power point slides, or posted materials on Canvas. Hints: know all chapter terms (with given definitions and examples) as well as basic concepts. This applies to both main NRA text and Lovelock & Wright posted material.
- You will have only 1 opportunity to take online tests within the available time window. Tests will normally be available over multiple days so you can choose a convenient time to take them. Once you start the test, you must finish it in the given time.
- Please note: the on-line test link will disappear from Canvas when the syllabus deadline to take test is past. If you miss taking that test, you will not be able to make it up.
- Tests will follow the learning goals of weekly work.
- Regular tests are not comprehensive; the optional replacement test is comprehensive.
- Tests are open book but they are timed (60 minutes per test), so you will need to have a fairly good grasp of the material in order to achieve a satisfactory grade.
- Each test has multiple-choice or similar type objective questions programmed into Canvas.
- The test questions will appear one at a time. As soon as you “submit” the entire test, you will be able to view results, assuming you do not submit test late, pass deadlines, time windows, etc. Correct answers will be available at end of open test period, i.e., after test due date.
- You may email your instructor if any technical problem occurs while taking the on-line test, however, response time will reflect normal business work hours, e.g., between 9 and 5 pm during weekdays only. Please verify that you have considered all other tech issues before assuming it is a problem with Canvas.
- Murphy’s Law: “Anything that can go wrong will go wrong.” Do not wait until the last minute to take the on-line tests.

Optional Opt-In Replacement Test: Open from 4/6 to 4/29 (LAST DAY OF CLASS)

This test is comprehensive of all previous and currently tested readings/postings.
- Questions can be drawn from any or all previously tested material during the semester.
- Score is manually transferred by me to replace the lowest of the previous four test grades if opt-in score is higher. If not higher than a previous score, no action is taken.
- I will review your individual opt in quiz only after the deadline closes, since doing them as they come in gets too messy in Canvas. I do this offline in Excel, to track substitutions more easily, so no score changes will be seen in Canvas.

NOTE: I have to set this up under Canvas Practice Quiz since I am manually handling grade substitutions. Canvas does NOT list practice quizzes under the syllabus or gradebook sections, so LOOK FOR the Opt In Quiz under Quizzes to do it.
Critical Incident Technique (CIT) Discussions

- This course will have graded small group discussions. I will set up small groups of four to five discussion participants. Students are expected to contribute to their group discussions. The topic and the specific discussion prompts are available under the assignments.

- Two parts: Your own posting and replies to others are required. Your own posting should be done by Wednesday 11:59 pm for the week. Replies to others should be done by Sunday 11:59 pm for the week.

- Remember all online responses should be meaningful and substantive. You should share concrete examples or details to fully describe your thought process. The standard in this course is a 2 to 3 paragraph post per question incorporating material from the text, lecture slides, AND outside sources to support your statements. Sources must be cited and referenced or provide working URLs.

- For replies to fellow students’ postings: make sure the replies show that you read their posting(s) and go way beyond “that’s a good post” remarks.

- For this particular course, you are asked to discuss and analyze critical service incidents you have experienced. The fresher the better so you can share clear details of what happened and describe your thought process. Each discussion will have a themed focus. Review support material for “CIT Analysis” under Canvas Assignments in order to know what your discussion entry should contain. Your initial discussion entry for each theme should fully describe the incident in terms of the following content:

1. factual details—what happened, when, where, nature of transaction, at what type of service organization, any special factors that complicated the service request/delivery
2. comments—your feelings, observations, actions taken (if any)
3. your analysis of the situation BASED ON TEXT CONCEPTS AND COURSE MATERIAL (why it was positive/negative/neutral in generating satisfaction), your diagnosis of the causes, and any brief action or recommendations that seem appropriate. This is where you show you have read the assigned readings.
EXPECTATIONS OF ALL LEARNING COMMUNITY MEMBERS:
The first sentence of the UNCG Student Code of Conduct is: “Members of the University community embrace fundamental principles to ensure a campus environment conducive to peaceful and productive living and study. These principles include five values: honesty, trust, fairness, respect, and responsibility. Members of the community who adopt these principles will seldom have need of the Student Code of Conduct (the Code).” All university members (students, faculty, and staff) have a responsibility to uphold these five values, and this is true in the Bryan classroom environment (both face-to-face and web) and related academic activities.

All policies and procedures of this course follow those stated in the publication University Regulations concerning attendance, nondiscrimination policy, academic regulations and procedures, student rights and student conduct, among others. Students must abide by the Honor Code of the University of North Carolina Greensboro on all assignments and examinations related to this course. See more information at https://drive.google.com/file/d/0B0rFGGhJvbDHUExSZmFFaWFmb00/view

HEALTH AND WELLNESS

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at https://ods.uncg.edu/ or by calling 336-334-5440 or visiting them in Suite 215, EUC.

Students should remind the instructor regularly when accommodation affects course activities, e.g., before taking exams, to ensure that the instructor has updated systems accordingly.
**Schedule STH/ENT 451 Spring 2020**

**Note:**
- Additional study material is required at times, e.g., pptx, pdfs.
- Assignments or tests are due before midnight on due dates posted on Canvas.
- You are welcome to submit any work earlier than its due date if more convenient.

*Review support material for “CIT Analysis” under Canvas Assignments/Discussions*

<table>
<thead>
<tr>
<th>Work Due</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COURSE Sign-in</strong></td>
<td>Review syllabus before doing this. Do by Friday, January 17, 2020 11:59 pm to stay enrolled in course. This will be found in Assignments on Canvas.</td>
</tr>
<tr>
<td><strong>MODULE 1</strong></td>
<td><strong>January 13 to February 9:</strong> Understand the Goals of a Customer Service Mission</td>
</tr>
</tbody>
</table>
| **Reading**      | **TEXT:** Chapter 1 and 2  
Posted: Lovelock & Wright, chapter 5, “Relationship Marketing and Customer Loyalty”                                                                                                               |
| **CIT Discussion 1** | Follow instructions for “The Right Customer” under Canvas Assignments  
Initial post due by Wednesday and replies by Sunday as noted.                                                                                                                                         |
| **Project 1**    | Follow instructions for “Website Storytelling” under Canvas Assignments                                                                                                                                     |
| **Course Test 1** | Open from Monday 1/13 noon to Sunday 2/9, 11:59 pm on topics of TEXT: Chapters 1 and 2; L&W: chapter 5 and all other posted material within this block of time.                                                    |

| MODULE 2 **February 10 to March 10:** Setting Standards for Facilities and Employee Performance |
| **Reading** | **TEXT:** Chapter 3 and 4  
Posted: Lovelock & Wright, chapter 3, “Managing Service Encounters”                                                                                                                     |
| **CIT Discussion 2** | Follow instructions for “Customer Contact” under Canvas Assignments  
Initial post due by Wednesday and replies by Sunday as noted.                                                                                                                                  |
| **Project 2** | Follow instructions for “Voice Assistant Consumer Research” under Canvas Assignments                                                                                                                   |
| **Course Test 2** | Open from Monday 2/10 noon to Tuesday 3/10 11:59 pm on topics of TEXT: Chapters 3 and 4; L&W: chapter 3 and all other posted material within this block of time.                                            |
## MODULE 3 -- March 11 to April 5:
### Managing Service Delivery and Capacity Issues

| Reading | TEXT: Chapter 5 and 6  
| Posted: Lovelock & Wright, chapter 13, “Balancing Demand and Capacity”  
& 14, “Managing Customer Waiting Lines and Reservations” |
| CIT Discussion 3* | Follow instructions for “Managing Capacity and Demand”  
Initial post due by Wednesday and replies by Sunday as noted. |
| Project 3 | Follow instructions for “Waiting for Service” under Canvas Assignments |
| Course Test 3 | Open from Wednesday 3/11 noon to Sunday 4/5 by 11:59 pm on topics of  
TEXT: Chapters 5 and 6; L&W: chapters 13 and 14 and all other posted  
material within this block of time. |

## MODULE 4 -- April 6 to April 29:
### Managing Customer Satisfaction and Service Recovery

| Work Due | Description |
| Reading | TEXT: Chapter 7 and 8  
Posted: Lovelock & Wright, chapter 6, “Complaint Handling and Service Recovery” |
| CIT Discussion 4* | Follow instructions for “Customer Loyalty Programs”  
Initial post due by Wednesday and replies by Sunday as noted. |
| Course Test 4 | Open from Monday 4/6 noon to Wednesday 4/29 11:59 pm on topics of  
TEXT: Chapters 7 and 8; L&W: chapter 6 and all other posted material  
within this block of time. |
| Optional Opt-In Replacement Test | Same due date as Test 4; this test is comprehensive of all previous and  
currently tested readings/postings. |

*Review support material for “CIT Analysis” under Canvas Assignments/Discussions