



Service Marketing Syllabus

Dillard College of Business

MKTG 4723 Section 201

Spring 2026

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

Office: Dillard 227

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Email: abigail.torresrico@msutexas.edu (Preferred)

Office Hours: Monday/Wednesday from 10 AM to 11 AM and from 2 PM to 3 PM
Tuesday from 12 PM to 1 PM. Online meetings by appointment via email.

Teaching Assistant (TA) Information

TA: Sonia Pandey

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Course Overview

Course Dates: January 21, 2025 – May 6, 2025

Meeting Time: Monday & Wednesday, 12:30 PM to 1:50 PM

Location: Dillard College of Business, Room 338

Credit Hours: 3

Course Description (from MSU catalog):

An understanding of the unique characteristics of services, the marketing challenges created by these characteristics, the marketing tools to deal with these challenges, and the strategic issues of utilizing these marketing tools.

Prerequisites: Junior standing or above or consent of the chair and MKTG 3723

Course Objectives:

The intent of this course is to introduce, discuss, and analyze several topics important to service businesses.

After completing this course, students should be able to:

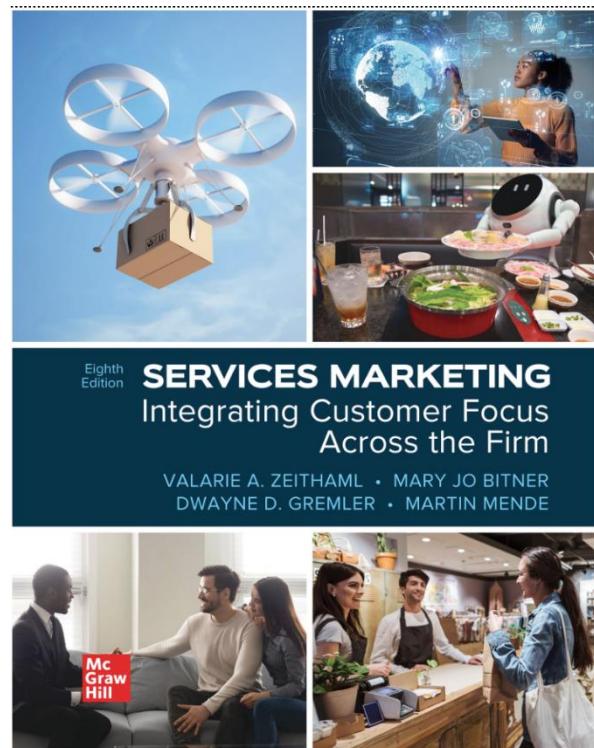
- **Analyze** the distinctive characteristics of services and explain how they create unique marketing and management challenges compared to goods.
- **Evaluate** how service strategies can be used to create and sustain competitive advantage in both service firms and manufacturing organizations.
- **Apply** the services marketing mix (including the extended 3 Ps) to assess service quality, customer expectations, and service performance.
- **Assess** the roles of employees and customers in service delivery, customer satisfaction, and service recovery processes.
- **Integrate** marketing, operations, and human resource considerations to address service system issues such as demand management and relationship management.
- **Demonstrate** professional skills—including teamwork, written communication, analytical reasoning, and deadline management—through applied assignments and collaborative projects.
- **Critically evaluate** service encounters from a consumer perspective to become more informed and reflective service consumers.

Textbook & Instructional Materials:

1. **Services Marketing: Integrating Customer Focus Across the Firm (8th Edition)**
ISBN-13: 9781260268032
Author(s): Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Grempler, Martin Mende
Publisher: McGraw-Hill Education
e-book rental: \$67.75
Loose-leaf purchase: \$196.99

Note: The instructor will primarily reference the **8th edition** of the textbook in lectures, slides, and course materials. However, **earlier editions (including the 7th edition) are acceptable** for this course. Students using a different edition may need to adjust for minor differences in chapter numbering or examples.

McGraw-Hill Connect is *not required* for this course.



Textbook & Instructional Materials (Cont):

2. Business Essential Simulation: Coffee Shop Inc

By: Sim Institute, Tim Rogmans

Price: \$16.25

Link: <https://hbsp.harvard.edu/import/1380824>

Course Technology & Skills:

Minimum Technology Requirements:

To be successful in this online course, students will need at least:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Technical Assistance:

Students in need of technical assistance should contact the MSU's Help Desk [Here](#)

Study Hours and Tutoring Assistance

ASC offers a tutoring assistance schedule for selected subjects. Please contact the ASC at (940) 397- 4684, or visit the [Link to ASC homepage](#) for more information.

Course Assignments:

Activities	# of Assignments	Points	% of Final Grade
Exams	3	300	30%
Group Project	7	250	25%
Ch Quizzes	10/13	150	15%
Service Encounter Analysis	4	200	20%
Attendance	25	25	2.5%
Participation	25	75	7.5%
Total	-	1,000	100%
Extra Credit	4	20	2%

Grading Scale

Actual Points	Percentage	Letter Grade
900 and Higher	90 and above	A

800 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Less than 599	Less than 59	F

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments past their due date made via email or in person will not be approved or entertained.

Assignment Descriptions

Exams (300 points or 30%)

There will be three (3) in-class examinations. The in-class exams are 30% of your final grade, and will cover material from the book and class. The exams may include a combination of true/false, multiple choice, short answer, and essay questions. All exams are expected to be taken on the day scheduled.

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices, or evacuation orders. *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Group Project – (250 points or 25%)

In this project, you will work in teams of 4–5 to analyze a real service organization and evaluate how customers experience and respond to its service process. Throughout the semester, student teams will analyze a real service organization by progressively developing a service blueprint, identifying service fail points, and proposing a realistic service improvement grounded in course concepts. Project components are aligned with course topics and are due at various points throughout the semester (see the course schedule for specific due dates).

Project Components (see course schedule for due date):

Part 1: Group Formation & Service Selection (25 points)

Teams will form and select a real service organization to analyze. Students must identify the target customer, define the core service process, and explain why the service is appropriate for analysis. Instructor approval is required before proceeding.

Part 2: Customer Journey & Service Process Description (50 points)

Teams will describe the customer journey for the selected service, identifying key customer actions, moments of truth, and preliminary pain points. At this stage, no service blueprint is required; the focus is on understanding the service experience from the customer's perspective.

Part 3: Service Blueprint (Draft Version) (70 points)

Teams will develop a draft service blueprint that illustrates the service process, including customer actions, on-stage and backstage employee actions, support processes, and physical evidence. Lines of interaction and visibility must be clearly shown, and at least one service fail point must be identified. Instructor feedback will be provided.

Part 4: Fail Point & Capacity Analysis (50 points)

Teams will analyze at least two service fail points or bottlenecks and explain how capacity constraints, employee roles, or process design contribute to these issues. Teams must explain why these fail points matter for customer experience.

Part 5: Final Blueprint, Improvement Proposal & Presentation (45 points)

Teams will submit a revised final service blueprint that incorporates feedback and clearly highlights the proposed improvement. Teams will also develop a service improvement proposal grounded in course concepts and explain the expected impact on customer satisfaction or service efficiency. The project concludes with an in-class presentation (8–10 minutes) in which all team members participate and present their analysis, fail points, proposed improvement, and one key managerial takeaway.

Team Member Peer Evaluations (10 points total)

Two peer evaluations will be completed during the semester. The first peer evaluation will occur midway through the project and is intended to provide formative feedback on individual contribution and collaboration. The second peer evaluation will occur at the end of the project and will assess overall effort, accountability, and teamwork. Peer evaluation scores may be used to adjust individual project grades.

Service Encounter Analysis (200 points or 20%)

Throughout the semester, you will complete three individual service assignments using a coffee shop or café as the application context. Each assignment is designed to help you apply service marketing concepts to real-world service experiences and managerial decision-making.

- Assignment 1: Service Encounter Analysis**

This assignment focuses on analyzing a specific coffee shop service encounter. Students will examine how **customer expectations, perceptions, and service quality** are formed during the experience, using relevant course concepts (e.g., expectations, zone of tolerance, service quality dimensions).

- Assignment 2: Service Failure and Recovery Analysis**

This assignment focuses on identifying and diagnosing a service failure in a coffee shop context. Students will analyze the **source of the failure**, identify the relevant **provider gap(s)**, and propose appropriate **service recovery strategies** grounded in course concepts.

- Assignment 3: Coffee Shop Inc. Simulation & Gap Analysis**

In this assignment, students will complete the *Coffee Shop Inc.* simulation and analyze their **managerial decisions** (e.g., pricing, promotion, employee compensation, training,

and operating hours).

Students are required to explicitly apply the **Gaps Model of Service Quality** by identifying which **provider gap(s)** are reflected in their decisions and explaining how those decisions influenced **customer expectations, service delivery, and perceived service quality**.

Ch Quizzes (150 points or 15%)

Students are required to complete 10 out of the 13 available chapter quizzes. Each quiz covers content from the corresponding chapter and must be submitted prior to the start of class on the due date. This ensures students are prepared to engage with the material during class discussions.

Attendance and Participation (100 points or 10%)

There are 29 class days in the semester. However, after excluding exam dates, holidays, and other specific events, only **25 will be monitored for participation and attendance**. Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 4 points: 1 points for attendance and 3 points for participation.

What Counts as Participation?

Participation involves active engagement in class activities and discussions. This includes, but is not limited to:

- Asking relevant questions
- Responding to questions posed by the instructor or classmates
- Contributing to group discussions and activities
- Presenting ideas or perspectives during class
- Providing thoughtful insights related to the course material
- Engaging in any in-class assignments or exercises

Students are encouraged to contribute regularly to enhance their learning experience and that of their peers. **Quality of participation is valued over quantity**, so thoughtful and relevant contributions will be highly regarded.

Extra credit (2% added to your final course grade)

Students may earn extra credit by completing up to four optional extra credit assignments based on chapters not covered in class. Each assignment consists of **true/false and short-answer questions** covering key concepts from the following chapters: Ch 5, Ch 9, Ch 14, and Ch 17

Each extra credit assignment is worth **up to 5 points (0.5%)**, for a **maximum total of 20 points (2%)** added to the final course grade. Students may complete any or all of the extra credit assignments before the last day of class (see syllabus for date).

Instructor's General Class Policies

Rules of Engagement

A respectful and professional learning environment is essential to student success. All **students are expected to engage courteously with classmates and the instructor** in both face-to-face and online settings. **Disruptive or disrespectful behavior will not be tolerated and may result in a warning or removal from class.**

Students must always communicate professionally and respectfully. This includes using appropriate language, treating differing viewpoints with respect, and making a good-faith effort to use correct names and pronouns. Harassment, discriminatory, or derogatory language based on any protected characteristic will not be tolerated.

Digital communication should be clear, professional, and well-written. Avoid text-talk, excessive capitalization, sarcasm, or humor that may be misinterpreted. Students are expected to proofread communications, think critically, speak from personal experience, and challenge ideas rather than individuals.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3. (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. <https://chat.openai.com/>" material generated using other tools should follow a similar citation convention.

AI Overuse Penalty:

Work that demonstrates primary reliance on AI will receive a **20% automatic grade** penalty.

AI Penalty Appeal Process:

If you believe I wrongly penalized you for AI overuse, you may submit a short email explaining your writing process. If you used AI within the allowed purposes listed above, include the AI outputs and your process notes so I can fairly review your work.

Inclement Weather Policy

If the university cancels classes due to inclement weather, all in-person sessions will transition to asynchronous learning. Lectures will be recorded and uploaded to D2L for students to review. Most assignments will still be due as stated on the syllabus unless the instructor decides to make changes, in which case updates will be communicated via D2L announcements and email.

Office hours for in-person classes will be canceled during inclement weather. Students are encouraged to email questions or concerns, and virtual meetings may be arranged if necessary.

Policies & Procedures

[Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work, not the individual to whom credit is given). Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Instructor Policy:

In this course, any confirmed act of academic dishonesty will result in a **zero (0) on the assignment or exam in question**, in addition to referral to the Office of Student Conduct for further action.

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records daily. The instructor must give the student a verbal or written warning before being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered a reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.**

Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!**

There are many places to access your class! Our online classes can be accessed from any computer in the world that is connected to the internet. Contact your instructor immediately upon

having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: January 23, 2026

Deadline to file for graduation: February 16, 2026

Last Day to drop with a grade of "W": April 29, 2026

Refer to: [Drops, Withdrawals & Void](#)

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees, and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans, and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug-Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibit the unlawful possession, use, or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state, and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License-to-carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by the MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Course Schedule for MKTG 4723 – Service Marketing

Wk	Date	Topics	Deadlines (Quizzes Due Before Class)
1	21-Jan	WED	Introduction & Syllabus Review
	26-Jan	MON	Chapter 1
2	28-Jan	WED	Chapter 2
	2-Feb	MON	Chapter 3
3	4-Feb	WED	Chapter 4
	9-Feb	MON	Exam #1 Review
4	11-Feb	WED	Exam #1 (1 – 4)
	16-Feb	MON	Group Workday #1
5	18-Feb	WED	Chapter 6
	23-Feb	MON	Chapter 7
6	25-Feb	WED	Chapter 8
	2-Mar	MON	Chapter 10
7	4-Mar	WED	Group Workday #2
	9-Mar	MON	Spring Break
7	11-Mar	WED	Spring Break
	16-Mar	MON	Exam #2 Review
8	18-Mar	WED	Exam #2 (Ch 6 – 8, 10)
	23-Mar	MON	Chapter 11
9	25-Mar	WED	Chapter 12
	30-Mar	MON	Chapter 13 Part 1
10	1-Apr	WED	Chapter 13 Part 2
	6-Apr	MON	Group Project Part 4 Due
11	8-Apr	WED	Chapter 15
	13-Apr	MON	Coffee Shop Inc. Simulation Introduction & Walkthrough
12	15-Apr	WED	Coffee Shop Inc. Simulation Debrief
	20-Apr	MON	Chapter 16
13	22-Apr	WED	Exam #3 Review
	27-Apr	MON	Exam #3 (Ch 11 – 13, 15, 16)
14	29-Apr	WED	Group Workday #4
	4-May	MON	Group Project Presentation
15	6-May	WED	Flex Day (see note below)

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor's knowledge at the beginning of the semester. However, the instructor reserves the right to modify course content or instructional methods without prior notice. Any changes will be communicated to students, and an updated syllabus will be provided accordingly. Flex Day: Reserved for weather disruptions, campus closures, or extended coverage of complex topics. If unused, this day will be used for course integration or review.