

NEW COURSE PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of that fall semester for the next catalog production.
Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date*) 10/15/14, 12/2.14

PROGRAM AREA(S) MKT

1. Course Information. [Follow accepted catalog format.]

Prefix(es) (Add additional prefixes if cross-listed) and **Course No.** MKT 317

Title: SERVICES MARKETING **Units:** 3

X Prerequisites MKT 310

Corequisites

Consent of Instructor Required for Enrollment

Catalog Description (Do not use any symbols):

Service organizations (e.g., hotels, banks, educational institutions, hospitals, professional services) require a distinctive approach in the development and implementation of their marketing strategies. Specific topics will include why people are central to service success, why expectations are important to service consumers, how the physical environment influences service delivery, and how service firms might recover from failure.

Grading Scheme:

X A-F Grades

Credit/No Credit
Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

Course Level Information:

X Undergraduate

Post-Baccalaureate/Credential
Graduate

Mode of Instruction/Components (Hours per Unit are defaulted).

	Units	Hours per Unit	Default Section Size	Graded Component	CS & HEGIS # (Filled in by the Provost's Office)
Lecture	3	1	35		
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

3 hours **lecture** per week
 hours blank per week

2. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication
 A-2 English Writing
 A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences
 B-2 Life Sciences – Biology

B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement (Graduation Writing Assessment Requirement)

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

Online Course (Answer YES if the course is ALWAYS delivered online).

Lab Fee Request – Lab fee requests should be directed to the Student Fee Committee.

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification: As the faculty in the Martin V. Smith School of Business and Economics work to expand our course offerings to satisfy student desire for a Marketing emphasis, Professor Pehlivan and I are proposing several new course offerings. Services Marketing is an upper division elective for the B.S. program in Business and is particularly relevant to the Marketing emphasis. The primary theme of the course is that service organizations (e.g., hotels, banks, educational institutions, hospitals, professional services, etc.) have unique marketing challenges and opportunities that warrant special attention. Approximately 80% of the U.S. GDP and 82% of employment are derived from services industries. This service orientation is even more pronounced in California where tourism dominates the economy. While this is a marketing course, we will also address cross-functional problems related to the services industry. Services marketing does not operate in isolation from other functional areas of business; rather, services marketing has interdisciplinary implications for human resources, operations, and financial management.

B. Degree Requirement: Requirement for the Major/Minor
X Elective for the Major/Minor
Free Elective

Note: Submit Program Modification if this course changes your program.

4. Student Learning Outcomes. List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

- 1) Identify and appreciate the differences between services and physical goods and understand how these differences influence marketing strategy.
- 2) Identify and analyze the various components of the "services marketing mix," as well as key issues in managing services quality.
- 3) Describe the unique characteristics of services and the marketing challenges created by these characteristics.
- 4) Develop effective ways to address the challenges presented by services marketing.
- 5) Define and describe the ramifications of service failure and benefits of service recovery.
- 6) Critically examine their role as consumers in the marketplace.

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

- I. Defining Services Marketing and Management
- II. What are the Unique Challenges & Opportunities Involved in Services Marketing?
- III. Interdisciplinarity of Services Marketing (e.g., Human Resources, Operations)
- IV. Non-Profit Service Organizations
- V. Services Marketing Strategy
- VI. Services Marketing Implementation
- VII. Application of Services Marketing

VIII. Critique of Services Marketing

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒ X
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

6. Cross-listed Courses *(Please note each prefix in item No. 1) Beyond three disciplines consult with the Curriculum Committee.*

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).
List each cross-listed prefix for the course:

B. Program responsible for staffing: Martin V. Smith School of Business & Economics

7. References. *[Provide 3 - 5 references]*

Hofflam, K. D., & Bateson, J. E. G. (2010). Services Marketing: Concepts, Strategies, & Cases. Cengage Learning.

Lovelock, C. H., & Wirtz, J. (2010). Services Marketing, 7th ed., Prentice Hall.

Zeithaml, V. Bitner, M. J., & Gremler, D. (2013). Services Marketing, 6th ed., McGraw-Hill Irwin.

Harvard Business School Cases

-Starbucks

-Ritz Carlton

8. Tenure Track Faculty Qualified to Teach This Course.

Susan A. Andrzejewski

Ekin Pehlivan

9. Requested Effective Date:

First semester offered: Fall 2015

10. New Resources Requested. Yes ☐ No ☒ X

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested Yes ☐ No ☒ X (Lab fee requests should be directed to the Student Fee Committee)

E. Other

11. Will this new course alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☒ X

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 1, 2013** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2013**, of preceding year.

Last day to submit forms to be considered during the current academic year: **April 15th**.

Susan Andrzejewski



Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

Approval Sheet

Program/Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for International Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date