Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MKTG 402
Course Title: Services Marketing
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:
Introduce the student to the service environment. An in-depth analysis of the most successful service-oriented industries and firms within the world’s fastest-growing economic segment will be presented.

II. Prerequisites: MKTG 314

III. Expanded Course Description:
The study of Services Marketing will be conducted primarily using the text along with in-class lecture. Case analysis and/or group projects are at the discretion of the instructor. The overarching goal of the course is to allow the student to become informed on the topic of services marketing.

IV. Intended Student Outcomes:
A. VALUE and HONOR the ethical considerations faced in services marketing.
B. KNOW the importance of managerial/user input into the research process.
C. UNDERSTAND the difference between services and product marketing.
D. DEMONSTRATE the ability to create/design a:
   • Service
   • Service Plan
   • Service Delivery
   • Plan for Service Follow-Up
E. RECOGNIZE expectations of service marketing customers
F. VALUE the role of professional service marketers.

At the conclusion of the course the student will:
To promote knowledge about services marketing and foster the development of skill in service design.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:
VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

______________________________  __________/________/______
Signature                  Date