



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

Marketing & Logistics Department
BUSML 7205: Services Marketing

COURSE LOGISTICS AND CONTACT INFO

Class Location: Room 355 in Gerlach Hall
Dates: August 25, September 15 and September 29 (Saturdays 10 am to 6 pm)
Instructor: Professor John Barker
Contact: barker.192@osu.edu (back-up email: thebarker1@gmail.com)
Office: Fisher Hall, MHR lecturer office
Phone: 614-247-7306 / Mobile: 614-397-1248

COURSE DESCRIPTION

Services Marketing is a dynamic class where students learn how services are a growing and important portion of the U.S. and the global economy. This course examines these trends and will help you to understand the unique opportunities and challenges of service offerings, including the key frameworks for managing and marketing services, plus leadership, employee management, customer management, creating an offering, funding and leading it. We will examine firms that successfully deliver great services to generate revenue growth and profits, and we will examine service failure. The course will utilize insightful readings, cases and guest speakers.

COURSE MATERIALS AND STUDENT PREPARATION

No textbook covers the scope of this course, so instead there are HBR cases, as well as readings, articles and reviews of certain websites/social media. The cases will give our class a common knowledge base for discussion and help each student build their knowledge. The cases span a wide range of industries and firms.

All readings in the syllabus must be completed before the related class, as instructed in the syllabus, to provide learning that will be applied in class discussion, individual and team assignments, and the final.

COURSE MATERIALS

Packet available for purchase from Harvard Publishing. A link to access and purchase the materials: will be published before class.

Many readings, discussion notes and supplemental materials will be posted on Carmen.

GRADING

20% One individual paper
60% Two team case papers/presentations
20% Class participation
100%

PARTICIPATION

Linking a significant portion of your grade to class participation encourages careful preparation for class, attention and engagement during class, attendance (especially important since there are 3 class periods) and lively discussions. Quality of participation trumps quantity, though obviously if you rarely participate even very high quality will not be sufficient. You should be prepared to ask and answer questions, both from the instructor and from your colleagues.

Please remember to bring and use your name plates. It really helps the instructor to accurately and fairly assess participation.

GENERAL COURSE GUIDELINES

- Class is more interesting and enlightening when everyone is prepared and participates.
- All viewpoints will be treated with respect, but informed disagreements can enhance the learning process. Debates will be collegial and substantive.
- If you must be late to class, or to leave early, please enter as unobtrusively as possible.
- You may use iPads or laptops for note-taking.
- E-mail is the most effective way to reach me. In your e-mail subject line, please use the words "MBA Student" so I know the message is from a student.
- Have fun!

WHAT YOU CAN EXPECT OF THE INSTRUCTOR

- Excellent preparation and a positive learning environment.
- Timely feedback on graded assignments.
- Timely response to e-mail.
- Changes to the syllabus or to normal routine will occur only for very compelling reasons.
- Class will begin on time and end on time.
- All attempts will be made to create a class that is challenging and interesting.

COURSE SCHEDULE

Required readings are in *italics* and must be completed prior to class.

Note: Topics, Assignments, Readings and Cases may be updated before the Fall 2018 course.

	Topic/Assignment	Readings and Cases
Class #1 Aug. 25	<ul style="list-style-type: none"> • Course Overview • Student Introductions • Project Assignment Discussion • Introductions to Services • The organizing frameworks • Leadership • Getting it right with employees: • Employee Management: Employee satisfaction, retention and productivity • Getting it ALL right: 	<ul style="list-style-type: none"> • <i>Putting the Service-Profit Chain to Work</i> • <i>The Four Things a Service Business Must Get Right</i> • <i>Zappos’s CEO on Going to Extremes for Customers</i> • <i>Decency Means More than “Always Low Prices”: A Comparison of Costco to Wal-Mart’s Sam’s Club</i> • <i>Creating the Living Brand</i> • <i>Building a strong service brand: Lessons from Mayo Clinic.</i> • <i>My Week as a Room Service Waiter at the Ritz</i> • <i>Case: Ritz-Carlton Hotel Company</i> • <i>Case: “Marketing” at Wachtell, Lipton, Rosen and Katz</i>
Class #2 Sept. 15	<ul style="list-style-type: none"> • Getting it right with customers • Customer Management: Data Collection and use, managing behavior • Getting it right with the offering and funding • Managing the Offering and Funding Mechanisms, Part 1 	<ul style="list-style-type: none"> • <i>Diamonds in the Data Mine</i> • <i>How to Delight Your Customers</i> • <i>Influencing Customer Behavior in Service Operations</i> • <i>Case: &Samhoud</i> • <i>Charting Your Company’s Future.</i> • <i>Business Marketing: Understand What Customers Value</i> • <i>Case: What’s the Deal with LivingSocial</i>
Class #3 Sept. 29	<ul style="list-style-type: none"> • Managing the Offering and Funding Mechanisms, Part 2 • When it goes WRONG: • Service Failure and Recovery 	<ul style="list-style-type: none"> • <i>Service Blueprinting</i> • <i>Lean Consumption</i> • <i>Process Completeness: Strategies for Aligning Service Systems with</i> • <i>Customers’ Service Needs</i> • <i>Case: Netflix</i> • <i>Recovering and Learning from Service Failure</i> • <i>How to Prevent Your Customers From Failing</i> • <i>Managing Social Media Crises With Your Customers: The Good, The Bad, and the Ugly</i> • <i>Case: Trend Micro</i>

INSTRUCTOR BIOGRAPHY

John Barker has 30+ years of business experience with consumer centric organizations ranging from the restaurant industry, greeting cards/social expressions, non-profit entities and universities. He was also a journalist and an editor for several years. Since 2011 he has taught at the Fisher College of Business – MBA marketing courses and senior capstone recitations in Strategic Management.

He is currently President & CEO of the Ohio Restaurant Association (<http://www.ohiorestaurant.org/>). Previously, from 1996-2014, he was a member of the executive leadership team and Senior Vice President & Chief Communications Officer at The Wendy's Company, one of the largest restaurant companies in the world. The Wendy's Company owned many brands including Wendy's, Tim Hortons, Arby's, Baja Fresh, Café Express, Pasta Pomodoro and The New Bakery (see www.wendys.com). Barker previously worked at American Greetings Corp., The Plain Dealer newspaper in Cleveland, The Times, Cosmopolitan Fitness, Washington Observer-Reporter and in other organizations.

In his executive leadership roles, Barker has directed corporate strategic planning, executive communications, corporate/brand public relations and marketing PR, media relations, corporate responsibility and sustainability, corporate website, employee communications, board of directors and corporate governance, franchisee communications, investor relations, government relations, crisis management and facilities management.

Over the past two decades, he's worked with many of the world's leading consulting companies, investment bankers, marketing/advertising and investor relations firms including Booz Allen, Boston Consulting Company, Deloitte, Goldman Sachs, JP Morgan, RBC Capital Markets, Credit Suisse, Bank of America, UBS, Kekst & Co., Ketchum PR, Dilenschneider, Burson-Marsteller, ICR, McCann Erickson, Saatchi and Saatchi and Publicis Kaplan Thaler.

Barker earned an MBA from The Ohio State University's Fisher College of Business and is a graduate of Waynesburg University in Pennsylvania. He has served as a trustee on the Board of Directors of The Dave Thomas Foundation for Adoption, where he is on the investment committee. He is on the board of Ohio Dominican University and Catholic Social Services. He previously served as a director for the Atlanta Chamber of Commerce and was President of the National Investor Relations Institute (Central Ohio).

APPENDIX

Fairness in Grading:

We will do everything we can to grade fairly according to the quality of work produced in student assignments. If you carefully review your assignment and become convinced that a particular grade should be reviewed, you may submit a written justification for the reevaluation of the assignment with two copies of all supporting materials. Your appeal will not be successful unless you provide an extensive and well-crafted argument detailing the request. If your request is justified, and if we determine that the points at stake are large enough that it could lead to a letter grade change we will review your assignment at the end of the semester. No re-grading will occur before the end of the semester (besides obvious administrative errors).

Academic Integrity:

Fisher Student Standards of Conduct:

According to the Standards of Conduct of the Fisher College of Business, students are expected to:

- Represent themselves truthfully in all situations;
- Conduct themselves in a manner that does not seek to gain an unfair advantage over other members of the Fisher community;
- Demonstrate respect for all property that does not belong to them;
- Be personally accountable for one's own actions;
- Students are expected to be acquainted with the Standards, to adhere to the letter and spirit of the Standards, and to take action when witnessing a breach of the Standards. In this course, a violation of these standards includes but is not necessarily limited to (it is your responsibility to seek clarification of any "gray" areas):
- Discussing, reviewing, or receiving notes/papers on any assignment or quiz with students who have taken the class previously (either in another section or in a prior year).
- Submitting papers that do not exclusively include individual or group work, respectively.
- Using any assignment in this course in fulfillment of an assignment in another course without prior written consent of both professors.

Academic Misconduct:

The Ohio State University's Code of Student Conduct, Section 3335-23-04 defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct. The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's Code of Student Conduct may constitute "Academic Misconduct." Sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For more information, please reference:

<http://oaa.osu.edu/coamfaqs.html#academicmisconductstatement>

Disability Policy:

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Attendance and Participation:

Please notify the instructor via e-mail if you will miss class. If you have competing interests that require you to be out of class, you should be prepared to accept any consequences of your absence. Emergencies or extreme circumstances should be discussed with the instructor with as much advance notice as possible. Participation is an important part of the learning process, as it is through discussion and debate in graduate courses that knowledge is disseminated and that new knowledge is created.

