



# COURSE SYLLABUS – FALL 2011

## MKT 410 - 001 - Dr. Clark

### ENTERTAINMENT & SERVICES MARKETING

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**Professor:** Dr. Ronald A. Clark (Ph.D. – Florida State University)  
**Term:** Fall 2011  
**Meeting Times:** MWF (12:55AM – 1:45PM)  
**Meeting Location:** Glass Hall 0237  
**Office:** 259 Glass Hall  
**Office Hours:** M/W/F 10AM-11AM and W 4PM-6PM (**e-mail to confirm**) or by appointment.  
**Office Phone:** (417) 836-4115  
**E-mail address:** ronclark@missouristate.edu (**The best way to contact me is by e-mail.**)

#### E-MAILING THE INSTRUCTOR

- **ALL** e-mails to the instructor should include a full name, class and section **in the subject line**. Students who do not identify themselves in this manner should not expect a response from the instructor.

#### Course Materials (Required):

- Services Marketing, Fifth Edition – by Zeithaml, Bitner & Gremler (Publisher: McGrawHill Irwin)

#### Course Catalog Description:

- The study, observation and application of specialized principles and practices in the area of entertainment, marketing of sports, performing arts, concerts, conventions and exposition activities.  
*Prerequisite: MKT 350; and undergraduate business majors must be admitted to COBA.*

#### Course Topics:

- Major topics covered in this course include: The unique nature of service delivery; the gaps model of service quality; consumer behavior in services; customer expectations & perceptions of services; building customer relationships; service failure & recovery; service development & design; the servicescape; employee & customer roles in service delivery, managing service demand & capacity; the pricing of services, the role of entertainment as a service,

#### Course Objectives:

- *Upon completion of the course, the student should be able to:* **1)** Develop a better understanding of the role and importance of services in the global economy; **2)** Identify the unique characteristics of services that distinguish them from tangible goods; **3)** Identify and analyze the unique challenges associated with managing and marketing services in the entertainment industry; **4)** Understand that the measurement and analysis of customers' expectations and perceptions of service quality are vital to the effective management and marketing of services; **5)** Appreciate the role that employees and customers play in service delivery, customer satisfaction and service recovery; and **8)** Understand the vital role that service plays in the entertainment industry. Additionally, the course assignments are designed to continue to improve students' verbal, written, and critical thinking skills in preparing them for positions in the global business environment.

#### Class Format:

- Class will consist of a combination of lectures, guest speakers, videos and participative discussions/exercises. The required text will provide the general framework for material to be covered in class. However, additional material specific to the entertainment industry will be presented in class that the student will be required to master. **To be successful in this class**, students must attend classes, read assigned sections, and participate in class discussions. The tests will emphasize (but not be restricted to) material covered in class.

#### Blackboard:

It is the student's responsibility to register on Blackboard and USE it. It is recommended that you check Blackboard daily for announcements, test grades, and any changes to the course schedule or test date. You are responsible for being aware of and understanding all communication via Blackboard.

### Course Evaluation

*Student Performance will be evaluated as follows:*

15 %	• Exam 1
15 %	• Exam 2
15 %	• Exam 3
15 %	• Exam 4
15 %	• Final Exam
25 %	• Individual Project – Complaint Analysis <b>OR</b> Service Encounter Journal

Examinations will be based on material covered in class as well as reading assignments. It is important for you to understand that there is more material in your textbook than it is possible to cover and develop in detail in class. Moreover, a significant portion of material covered in class that you will be responsible for, will not be covered in the textbook. Our class discussions will touch on and further extend only **some** of the most important topics. Be forewarned that tests will cover material **not discussed in class**. Pay special attention to important terms and concepts in each chapter. Exams generally consist of true/false, multiple-choice and (sometimes) short essay.

We will not use valuable class time to revisit exams. However, all exams remain in my office after being graded until the last day of the semester and can be reviewed in my office (by appointment).

### Grading Scale:

*\*Your grade will be determined using the following grade scale:*

<b>A</b>	90 – 100.0 %
<b>B</b>	80 – 89.99 %
<b>C</b>	70 – 79.99 %
<b>D</b>	60 – 69.99 %
<b>F</b>	Less than 60%

**Note:** I recognize that there is a subjective element to a portion of your grade in the class. I will draw on my professional experience in marketing and my experience as an instructor to carefully evaluate your performance in my class. **However**, grades are not negotiable commodities. The only grounds for me to change your grade will be a mathematical error on my part. In fairness to all students, no individual student will be allowed extra credit to compensate for poor performance in the class. Moreover, there will be **no** individual curves on exams administered in this course.

If you are having any difficulties (personal or academic), that are interfering with your course performance, contact me immediately (i.e., when the problem first starts affecting your work **not** at the end of the course as an excuse for poor performance). If you need any assistance with regard to this course, please, do not hesitate to contact me.

Do NOT ask the instructor to calculate your grade during the semester or estimate what you need to get on **remaining graded elements to obtain a desired grade (especially near the end of the semester)**. The **weighting** of each element explicitly stated; therefore, it should be easy to compute. Requests to "round" grades up to the next letter grade will not be answered as the grading scale is explicitly stated. These types of requests tend to flood an instructors e-mail inbox at the end of the semester. Some professors will laboriously answer each and every request; however, I will not. Likewise, I will not likely answer e-mails that ask questions that are clearly answered by the syllabus. I am eager to answer any questions about course content or clarification of concepts.

## Course Attendance Policy

Because class attendance and course grade are demonstrably and positively related, the University expects students to attend all class sessions of courses in which they are enrolled. As is the case in most businesses, your attendance and promptness are *expected*. Attendance is the most basic responsibility of a student. Indeed, it is an obligation that is **implied by signing up for the course**. Students are expected to attend all scheduled classes, **arrive on time** and **stay for the duration of class**. Continual tardiness and/or leaving early is **extremely disruptive** and may result in sanctions from the instructor which will impact your grade and/or standing in the course. To leave a class after it has started, you will **first** need to come up to the podium with your student I.D. and a quick explanation. I will not admit you to the next class until you have presented me with your I.D. and given an explanation for leaving early.

I reserve the right to randomly award bonus points or extra credit to students who attend on any given date. I will **NOT** do this on request. Failure to attend class on date in which attendance points are awarded (even when the absence is excused) will necessarily exclude the students from receiving the allotted bonus points. My record of attendance is official and final. Pedagogical research suggests that students that attend the majority of classes have a better understanding of course material *ceteris paribus*.

While attendance is expected, there are circumstances in which NOT attending class is a more prudent decision for the campus community. If you suspect or have been diagnosed with a communicable disease (e.g., strep throat, influenza, etc.), please do **not** come to class and unnecessarily expose others. Moreover, you risk lengthening your own recovery. As a rule of thumb, do **not** attend class when you are running a fever (temperature exceeding 99.6° F); and, do not return to class until you have been without a fever for 24 hours. This is the instructor's policy but does not necessarily reflect the policy of the University or other instructors.

*Instructor Drop:* If the student does not attend class by the second class meeting of the semester and has not informed the departmental office of the intent to remain in the course, then the instructor may institute proceedings to drop the student from the class. The student who is dropped by the instructor will be notified of such action by the Office of the Registrar.

*Missed Classes:* If you miss a class, it is your responsibility to obtain information on what transpired in the class from a classmate including material covered and changes to the syllabus (if any). Do not ask me "What did I miss?" (*I can't sum up a class period in two minutes or a short paragraph*). Likewise, do not expect an answer to, "Did I miss anything important?" (*What is the proper response to this question?*). Individuals and companies are prohibited from selling or being paid for taking notes in any form during this course.

## Dropping the Course

Non-attendance will NOT result in being dropped from the class. It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. You should verify that a course you have attempted to drop electronically has been immediately removed from your schedule (otherwise, the class has not been dropped). If the drop is not reflected on your class schedule, then you should immediately notify the instructor and seek assistance from the Office of the Registrar (417-836-5520) to see if the class can be dropped. You should also print and retain verification of the drop once it has been reflected on your class schedule. "W" grades will NOT be assigned if a class is not properly dropped by the last date to drop a class. Students who drop by the drop deadline will receive a "W." **Students may not drop after the drop deadline (NOVEMBER 11, 2011)**. For information about dropping a class or withdrawing from the University, contact the Office of the Registrar at 417-836-5520. Visit the MSU Academic Calendars website at <http://calendar.missouristate.edu/academic.aspx> for relevant deadlines. The student is responsible for being aware of all relevant deadlines for dropping the course.

## Exam Policies

A picture ID and a #2 Pencil with eraser will be required for all tests. Failure to bring an ID will result in a grade of zero on the exam. Absolutely NO dictionaries or other electronic / WIFI devices may be used during tests. This includes English second language dictionaries, cell phones, smart phones, PDA's, iPhones, iPods, mp3 players and Bluetooth devices worn on the ear. No exam will begin until all such devices and/or personal items (excluding a pencil) are removed from the desktop and all baseball caps are reversed (i.e. bill towards back). Looking on a classmate's exam or talking to (or otherwise communicating with) a classmate during the exam will result in confiscation of the exam, being asked to leave the classroom and a grade of "zero" on the exam. At any time during the examination you may be asked to change seats.

Make-up exams are strongly discouraged. However, they may be administered at the instructor's discretion in the case of a documented excused absence. Absences may be approved as "excused" at the instructor's discretion when absence from class resulted from: (1) participation in University-sanctioned activities and programs; (2) personal illness; or (3) family and/or other compelling circumstances. It is the student's responsibility to obtain the appropriate documentation under such circumstances. The make-up exam is for students who missed exams only. You may not take the make-up in order to replace a previous grade. Failure to schedule a make-up exam within five days of the original exam will result in a grade of 0 (zero) on the missed examination. YOU ARE RESPONSIBLE for arranging with me for make-up exams. I will not contact you. Note: Make-up exams are in essay format only. Make-up exams for the Final Exam will be in oral essay format. If a make-up exam is allowed in a borderline situation (i.e., an excuse that is deemed by the instructor to be questionable or irresponsible) the grade will be lowered by a minimum of 10 points.

## Classroom Behavior

The course instructor has jurisdiction over his class and may deny a student who is unduly disruptive the right to attend the class. Students are expected to master the course content in compliance with the syllabus of the course instructor. The student is expected to comply with all reasonable directives of the course instructor. The course instructor may have a student administratively withdrawn from a course upon showing of good cause and with the concurrence of the Marketing Department Head.

A student may be asked to leave the classroom, either temporarily or permanently, for any of the following reasons: 1) Appearing to be under the influence of alcohol or illegal substances, 2) Engaging in any insensitive, racially derogatory, or sexually offensive remarks, 3) Demonstrating violent, dangerous, or otherwise threatening behavior towards others, 4) Carrying any object(s) that can be construed as a weapons, 6) Reading newspapers or magazines, 7) Disrupting talking with classmates, or 8) Other disruptive behavior as deemed by the instructor.

## Cell Phone & Electronic Devices Policy

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the [Office of the Provost](#) prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away.

The instructor of this course does not permit electronic devices to be on the desktop, in the student's hands or lap during class. This includes cell phones, pagers, personal media devices, laptops, netbooks, notebooks, and Bluetooth devices worn on or in the ear. Activation or use of these devices will result in being asked to leave the classroom. Activation or use of these devices during an exam period will result in a grade of "zero" on the exam. Recent studies have shown that laptops are a classroom distraction and are RARELY used for educational purposes in class. I will permit individual exceptions to the policy to those persons having a documented and registered disability necessitating their use. Also, note that it is **illegal** to record (audio or video) an instructor without their permission. I will NOT provide this permission without proof of a disability and such permission will ONLY be granted in writing.

## Academic Integrity

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, Student Academic Integrity Policies and Procedures, available at [www.missouristate.edu/policy/academicintegritystudents.htm](http://www.missouristate.edu/policy/academicintegritystudents.htm) and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. You are also responsible for understanding and following any additional academic integrity policies specific to **this class** (as outlined by the instructor). Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. If you are accused of violating this policy and are in the appeals process, you should continue to participate in the class.

The MSU Academic Integrity Policy will be strictly enforced by the instructor. In addition, it is the instructor's policy that any papers or presentation materials that you present or turn in for this course have not been submitted for any other course and cannot contain any portion of any other paper or presentation that you or any other student have turned in for another class. I frequently use plagiarism detection software on written assignments to check for internet sources and to cross reference passages with assignments turned in to previous classes at universities nationwide. Moreover, the instructor will use the full range of sanctions at his disposal to enforce any violations of the MSU Academic Integrity policy including (but not limited to) requiring the student to take another exam, assignment of a grade of zero on the exam, or assigning a grade of "F" or "XF" for the course. Said sanctions will depend solely on the discretion of the instructor.

## Statement of Nondiscrimination

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Equity and Diversity, Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at [www.missouristate.edu/equity/](http://www.missouristate.edu/equity/).

## Disability Accommodation

To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), [www.missouristate.edu/disability](http://www.missouristate.edu/disability). Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

## Emergency Response

Students who require assistance during an emergency evacuation must discuss their needs with their professors and the Disability Resource Center. If you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. For additional information students should contact the [Disability Resource Center](#), 836-4192 (PSU 405), or Larry Combs, Interim Assistant Director of [Public Safety and Transportation](#) at 836-6576. For further information on Missouri State University's Emergency Response Plan, please refer to the following web site: <http://www.missouristate.edu/safetran/erp.htm>

## Individual Assignment

During the semester, each student will be required to complete **one** of the following two individual assignments (*i.e.*, students will be allowed to select whichever assignment they prefer).

- Company Complaint Letter Response Analysis. Two of the most important topics that we will discuss in services marketing are **service failure** and **service recovery**. Each student who selects this assignment will be required to write a letter of complaint to an organization from which the student has had a less-than-satisfactory experience with the company's service offering. Students choosing this assignment will, near the end of the semester, analyze the response they receive to their complaint – or the lack thereof. Details are provided in a separate handout, which will be made available on Blackboard.
- Service Encounter Journal Paper. Much of our discussion in services marketing will revolve around the **service encounter**. Each student who selects this assignment will be required to record “journal” entries concerning service encounters that he/she experiences during the first few weeks of the semester. (A form will be provided for the journal entries.) Students choosing this assignment will, near the end of the semester, write a paper analyzing their best and worst service encounter experiences. Details are provided in a separate handout, which will be made available on Blackboard. **Half of the journal entries will have to come from the entertainment industry.**

## Late Work

Due dates are deadlines NOT guidelines. My experience with teaching university students is that about 10 percent of the class will attempt to turn in assignments later than the date & time specified. Assignments are due *in class* at the beginning of class. Having work completed on schedule is a key to having a successful business career. A major complaint of employers is that business faculty do not instill a responsibility in students to have work done on time. This is why I have a strict policy regarding due dates. It is my desire that you start **now** in developing professional work habits for meeting deadlines. Late submissions are not accepted. Partial credit will **NOT** be given for late work. Remember, do not depend on technology (*i.e.*, **have back-up systems in place for all of your files**).

**Why study services marketing?** The U.S., as well as much of the world economy, is dominated by services. In the U.S. approximately 81% of the labor force, 81% of the GDP, 45% of an average family's budget, and 32% of exports are accounted for by services. This course will address the distinct marketing needs of service firms and the unique difficulties associated with marketing services. The primary theme of the course is that service organizations (e.g., banks, educational institutions, hospitals, hotels, professional services, transportation companies, etc.) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on marketing concepts from other courses (e.g., MKTG 3832) to make them specifically applicable in service industry settings. A secondary theme of the course is the role of service outside of the service sector of industry (*i.e.*, the service component of marketing tangible goods). This course will suggest ways that firms that focus on tangible goods might use “service” as a primary source of competitive advantage. Finally, this course will emphasize the application of service marketing principles to the entertainment industry.

### TENTATIVE SCHEDULE FOR CLASSES

(Reading Assignments should be completed before class.)

<b>Week number</b>	<b>Monday</b>	<b>Wednesday</b>	<b>Friday</b>
<b>1</b> August 22, 24, 26	Course Introduction <b>(Go Over Syllabus)</b>	Introduction to Services (Chapter 1)	Introduction to Services (Chapter 1)
<b>2</b> Aug 29, 31 Sep 2	<b>30 Second Commercials</b>	<b>30 Second Commercials</b>	<b>Discussion of Individual Projects</b>
<b>3</b> September 5, 7, 9	<b>NO CLASS Labor Day</b>	Gaps Model of Service Quality (Chapter 2)	Gaps Model of Service Quality (Chapter 2)
<b>4</b> September 12, 14, 16	Consumer Behavior (Chapter 3)	Customer Expectations (Chapter 4)	Customer Perceptions (Chapter 5)
<b>5</b> September 19, 21, 23	<b>EXAM #1</b>	Listening to Customers (Chapter 6)	<b>(Complaint Letter Due!)</b>
<b>6</b> Sept 26, 28, 30	Customer Relationships (Chapter 7)	Service Recovery (Chapter 8)	Service Recovery (Chapter 8)
<b>7</b> October 3, 5, 7	Service Innovation & Design (Chapter 9)	The Servicescape (Chapter 11)	The Servicescape (Chapter 11)
<b>8</b> October 10, 12, 14	<b>EXAM #2</b>	Employees' Roles (Chapter 12)	<b>NO CLASS Fall Break</b>
<b>9</b> October 17, 19, 21	Customers' Roles (Chapter 13)	Managing Demand & Capacity (Chapter 15)	Managing Demand & Capacity (Chapter 15)
<b>10</b> October 24, 26, 28	Services IMC (Chapter 16)	Pricing of Services (Chapter 17)	Pricing of Services (Chapter 17)
<b>11</b> Oct 31, Nov 2, 4	<b>EXAM #3</b>	Entertainment Marketing (Lecture E1)	Audience Segmentation (Lecture E2)
<b>12</b> November 7, 9, 11	Celebrity (Lecture E3)	Movie Marketing (Lecture E4)	<b>*Individual Project DUE!</b>
<b>13</b> November 14, 16, 18	Network TV & Radio (Lecture E5)	Cable & Satellite (Lecture E6)	Print Media & Gaming (Lecture E7)
<b>14</b> November 21, 23, 25	<b>EXAM #4</b>	<b>NO CLASS Thanksgiving</b>	<b>NO CLASS Thanksgiving</b>
<b>15</b> Nov 28, 30, Dec 2	Sports Marketing (Lecture E8)	Live Performance (Lecture E9)	Travel & Tourism (Lecture E10)
<b>16</b> Dec 5, 7, 9	Music Industry (Lecture E11)	Future of Entertainment (Chapter E12)	<b>NO CLASS Study Day</b>
<b>Wednesday Dec 14 (1:15PM – 3:15PM)</b>		<b>FINAL EXAM</b>	

**\*You must check Blackboard & Bear-mail regularly for supplemental readings and schedule changes!!**  
The syllabus is a guide for the semester and may be changed during the semester should that be deemed necessary or worthwhile by me. I reserve the right to change any part of the syllabus for any reason. Any changes will be announced by me during class or via e-mail (check your e-mail frequently).

**MKT410-001 / FALL 2011**

**CLASSROOM: GLASS 237**

**12:55PM – 1:45PM MWF**