



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

Marketing & Logistics Department
BUSML 7205: Services Marketing

COURSE LOGISTICS AND CONTACT INFO

Class Location: Gerlach Hall, Room 355

Dates: Autumn Semester 2023

- Tuesdays, from October 17 through December 5 (excluding November 14, when there will not be a class)
- All Classes from 6:15 pm to 9:30 pm, unless otherwise noted

Instructor: Professor John Barker

Contact: barker.192@osu.edu and thebarker1@gmail.com

Office: Fisher Hall, MHR lecturer office

Mobile: 614-397-1248

COURSE DESCRIPTION

Services Marketing is a dynamic course for leaders wanting to understand the largest and growing segment of the global economy driven by services, rather than physical products. This course combines business, marketing and customer service disciplines.

We examine 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/videos, cases and outside resources.

You will also learn how to build a brand marketing plan and we will examine You, Inc. – Level 5 Leadership.

COURSE MATERIALS AND STUDENT PREPARATION

No textbook covers the scope of this course, so instead there are HBR cases, as well as readings, articles, videos 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 and provided via Canvas, to provide learning that will be applied in class discussion, individual and team assignments.

COURSE MATERIALS

Packet available for purchase from Harvard Publishing. A link to access and purchase the materials: will be published before class in Canvas. Many readings, discussion notes and supplemental materials will be posted on Carmen or emailed, with links.

GRADING

60% Two team case papers/presentations
20% One individual assignment/Final
20% Participation
100%

PARTICIPATION

Linking a significant portion of your grade to class participation encourages careful preparation, attention and engagement during class, attendance (especially important since there are only 7 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.

GENERAL COURSE GUIDELINES

- Class is more interesting and enlightening when everyone is prepared and participates.
- All viewpoints will be treated with respect, and informed disagreements can enhance the learning process. Debates will be collegial and substantive.
- 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 BUSML 7205".
- Have fun and learn!

WHAT YOU CAN EXPECT OF THE INSTRUCTOR

- Excellent preparation and a positive learning environment.
- Thoughtful 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.

SERVICES MARKETING COURSE OVERVIEW / SCHEDULE

Required readings must be completed prior to class. Links to HBR cases/readings will be in Canvas.

Note: Topics, Assignments, Readings and Cases may be updated.

	Topic/Assignment	Readings and Cases (HBR – in coursepack)
Class #1 Tuesday, Oct. 17	<ul style="list-style-type: none"> • Course Overview • Student Introductions • Team Project and Individual Assignment Discussion • What is Marketing? • Introduction to Services Marketing • The organizing frameworks • Leadership • Getting it right with employees: • Employee Management: Employee satisfaction, retention and productivity • Getting it ALL right 	<ol style="list-style-type: none"> 1. HBR - Putting the Service-Profit Chain to Work 2. HBR - The Four Things a Service Business Must Get Right 3. HBR - Zappos’s CEO on Going to Extremes for Customers 4. HBR - Building a strong service brand: Lessons from Mayo Clinic 5. HBR - My Week as a Room Service Waiter at the Ritz 6. HBR: Ritz-Carlton Hotel Company 7. HBR: “Marketing” at Wachtell, Lipton, Rosen and Katz <p>Links to article</p> <ol style="list-style-type: none"> 1) The Magic in the Warehouse - http://fortune.com/costco-wholesale-shopping/
Class #2 Tuesday, October 24	<ul style="list-style-type: none"> • Opening and Recap • Great Marketing • Dive into Ritz Carlton case • Dive into Wachtell Lipton case • Discussion about Non-Profit Services Business • Looking ahead 	<ul style="list-style-type: none"> • HBR: Diamonds in the Data Mine – Harrah’s • HBR: Zipcar Influencing Customer Behavior in Service Operations
Class #3 Tuesday, October 31	<ul style="list-style-type: none"> • Opening and Recap • Great Marketing • Dive into Zappos • Employee Management • Team Presentations • Discussion about Non-Profit Social Organizations • Looking ahead <p>Team Assignment #1 Due</p>	<ul style="list-style-type: none"> • HBR: Charting Your Company’s Future. • HBR: What’s the Deal with LivingSocial • HBR: &Samhoud

<p>Class #4 Tuesday, November 7</p>	<ul style="list-style-type: none"> • Opening and Recap • Great Marketing • Getting it right with customers • Customer Management: Data Collection and use, managing behavior • Getting it right with the offering and funding • Dive into Wachtell, Part 2 • Team Exercise • Team Presentations • Looking Ahead 	<ul style="list-style-type: none"> • How to Delight Your Customers • Business Marketing: Understand What Customers Value • HBR: Service Blueprinting, A Practical Technique for Service Innovation • HBR: Lean Consumption • HBR: Process Completeness: Strategies for Aligning Service Systems with Customers' Service Needs • HBR: Netflix
<p>Tuesday, November 14</p>	<p>No Class this week</p>	<ul style="list-style-type: none"> • HBR: How to Prevent Your Customers From Failing • HBR: Managing Social Media Crises With Your Customers: The Good, The Bad, and the Ugly
<p>Class #5 Tuesday, November 21</p>	<ul style="list-style-type: none"> • Opening and Recap • Leadership Service Quality • Team Presentations • Services Marketing Insights • Looking Ahead <p>Team Assignment #2 Due</p>	
<p>Class #6 Tuesday, November 28</p>	<ul style="list-style-type: none"> • Opening and Recap • Services Marketing Insights • Managing the Offering and Funding Mechanisms • When it goes WRONG: • Service Failure and Recovery • Milkshare Story and Dunkin • Team Presentations • You, Inc. - Level 5 Leadership 	
<p>Class #7 Tuesday, December 5</p>	<ul style="list-style-type: none"> • Opening and Recap • Individual Presentations - Finals • You, Inc. – Part 2 <p>Individual Final DUE</p>	

Instructor will provide more details about the schedule, readings and assignments during class, including deadlines. You will be forming small work groups for team discussion and assignments. A PowerPoint for each class will be uploaded into Canvas each week before class. Plan to review it and follow along during class.

INSTRUCTOR BIOGRAPHY

John Barker has 30+ years of business experience with consumer centric organizations ranging from the hospitality and restaurant industry, greeting cards/social expressions, publishing, non-profit entities and universities. He was also a journalist and a business editor for several years.



Since 2011 Barker has taught at the Fisher College of Business, including MBA marketing courses and undergraduate strategic management courses.



He is currently President & CEO of the Ohio Restaurant Association - <http://www.ohiorestaurant.org/> - where he oversees the state's trade association for restaurants, foodservice operators, breweries, bars, caterers, food trucks, hotel dining and more. There are more than 23,000 foodservice locations in Ohio employing nearly 535,000 people – the second largest industry in the state.

- From 1996-2014, Barker was a member of the executive leadership team and Senior VP & Chief Communications Officer at The Wendy's Company in both Dublin, Ohio, and Atlanta. Wendy's is one of the largest restaurant companies in the world. The 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, where he is Vice Chair of the Board and Chair of the Governance and Trustee

Development Committee. He is a director for the Council of State Restaurant Associations and is on the executive committee of CSRA. He previously served as a director for the Atlanta Chamber of Commerce and Catholic Social Services, 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 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).

Grading Scale:

A 94-100% | A- 90-93% | B+ 87-89% | B 84-86% | B- 80-83% |
C+ 77-79% | C 74-76% | C- 70-73% | D+ 67-69% | D 64-66% | E < 63%

Note: The scale above represents the minimum needed to attain the letter grade. If final grade falls between a letter grade (i.e. 89.7% would be an B+) and **no rounding will be applied**. To continue the example, to receive an A- you must need a minimum 90.0% to receive the grade.

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>

Other sources of information on academic misconduct (integrity) to which you can refer include:

1. The Committee on Academic Misconduct web pages ([COAM Home](#))
2. Ten Suggestions for Preserving Academic Integrity ([Ten Suggestions](#))

Eight Cardinal Rules for Academic Integrity

(<http://www.northwestern.edu/provost/policies/academic-integrity/index.html>)

Technology Support:

The Fisher College Helpdesk is the first point of contact for all Fisher technology-related questions and issues. Questions about software, hardware, servers, computer equipment moves, network access, classroom technology, account creation, password help, etc. should be directed to the Helpdesk.- [614-292-8976](tel:614-292-8976) helpdesk@fisher.osu.edu
Carmen Support: carmen@osu.edu, 614-688-4357, 614-688-8743 TDD; General IT Support: 8help@osu.edu, 614-688-4357, 614-688-8743 TDD; Carmen System Check: <https://carmen.osu.edu/d21/systemcheck>

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.

Diversity Statement: Ohio State affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited. Ohio State is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, OSU seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches of the University's community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, health status, or veteran status.

Statement of Student Rights: "Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations." (<http://ods.osu.edu/>)

Grievances Statement: According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, "You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union."

Intellectual Property

- **Course Audio and Video Recording** - Video or audio recording of classes without the explicit written permission of the instructor/professor is a violation of the Code of Student Conduct or Students who wish to record their classes must first obtain written permission of the instructor/professor. Otherwise, such recording constitutes a violation of the Code of Student Conduct.
- **Student Generated materials** - Any materials generated by a student(s) is copyrighted. Permission must be obtained to use these materials other than the intended purpose inside the course.
- **Course materials** - These materials are copyrighted and are owned by the author. Copyrights have been secured or they are considered fair use inside/for the course but this does not apply to uses outside of the course.

Mental Health Statement: A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the OSU Counseling and Consultation Services (614-292-5766; <http://www.ccs.ohio-state.edu>) for assistance, support and advocacy. This service is free and confidential.

Dress Code

The dress code for the presentations is business casual. If you are unsure what business casual is, please read the following article: <http://www.monster.com/career-advice/article/business-casual-dress>

Safety and Health Requirements

All teaching staff and students are required to comply with and stay up to date on all [University safety and health guidance](#), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses.