

**Weekly Class Schedule for MKTG/HTM 386
Hospitality Services Marketing
Spring 2001**

<i>Dates</i>	<i>Topics and Assignments</i>	<i>Assignments</i>
1/9-11	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Course introduction - Form teams and develop performance agreements - Review of assignments and syllabus <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Introduction to services 	Syllabus Identify teams, team leaders, performance agreements Chapter 1 (Thursday)
1/16-18	<p><i>Tuesday and Thursday</i></p> <ul style="list-style-type: none"> - Integrated gaps model of service quality 	Chapter 18 (Tuesday)
1/23-25	<p><i>Tuesday & Thursday</i></p> <ul style="list-style-type: none"> - Customer behavior in services - Customer expectations of services <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Individual service watch assignment (Selected presentations and paper) 	Chapters 2 & 3 (Tuesday)
1/30-2/1	<p><i>Tuesday and Thursday</i></p> <ul style="list-style-type: none"> - Customer perceptions of services - Understanding customer expectations and perceptions through marketing research <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Individual service watch assignment (Selected presentations and paper) 	Chapter 4 & 5 (Tuesday)
2/6-8	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Building customer relationships - Service recovery <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Case discussion – Virgin Atlantic Airlines (Individual case notes due) - Individual service watch assignment (Presentation and paper) 	Chapters 6 & 7 (Tuesday)
2/13-15	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Service development and design <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Euro Disney: The First 100 Days case. Team 1 presentation; Team 3 critique (Individual case notes due) 	Chapter 8 (Tuesday)
2/20-22	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - No class – JMU Assessment Day <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Service encounter journal and complaint letter due 	
2/27-3/1	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Customer-defined service standards <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Test 1 	Chapter 9 (Tuesday)
3/6-8	Spring break – no classes	
3/13-15	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Physical evidence and the servicescape <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Custom Research Inc case. Team 2 case presentation; Team 4 critique (Individual case analysis due) 	Chapter 10 (Tuesday)

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<i>Dates</i>	<i>Topics and Assignments</i>	<i>Assignments</i>
3/20-22	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Employees roles in service delivery <p><i>Thursday</i></p> <ul style="list-style-type: none"> - AT&T (A) case. Team 3 case presentation; Team 5 critique (Individual case notes due) - Individual service watch assignment (Selected presentations and paper) 	Chapter 11 (Tuesday)
3/27-29	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Customer's roles in service delivery <p><i>Thursday</i></p> <ul style="list-style-type: none"> - AT&T (C) Employees as Customers case. Team 4 case presentation; Team 1 critique (Individual case notes due) - Individual service watch assignment (Selected presentations and paper) 	Chapter 12 (Tuesday)
4/3-5	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Delivering service through intermediaries and electronic channels - Managing demand and capacity - Pricing of services <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Ernst & Young, LLP case. Team 5 case presentation; Team 2 critique (Individual case notes due) - Individual service watch assignment (Selected presentations and paper) 	Chapters 13, 14 & 16 (Tuesday)
4/10-12	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Hospitality group sales <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Guest speaker – hospitality group sales 	No assigned reading
4/17-19	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Guest speaker - Integrated services marketing communication <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Course wrap-up/evaluation - Individual service watch assignment (Presentation and paper) 	Chapter 15 (Tuesday)
4/24-26	<p><i>Tuesday</i></p> <ul style="list-style-type: none"> - Test 2 <p><i>Thursday</i></p> <ul style="list-style-type: none"> - Questions related to the final individual case – North Pittsburgh Telephone Company - Second peer evaluation due 	
5/1	<ul style="list-style-type: none"> - Final individual case analysis, North Pittsburgh Telephone Company 	Individual case due 10:30am on Tuesday, May 1