

Marketing 471: Special Topic - Services Marketing and Innovation
Syllabus and Schedule will be modified throughout the semester – Check D2L regularly
Online via Zoom: Meets Tuesday -Thursday – **5:00-6:15 pm**

Professor: **Dr. Gary R. Schirr** (gschirr@radford.edu) Office: KH # 286
Office Hours: W 4:15-5:45 or Thursday 2-3:15, or by appointment
Cell Phone: 540-808-6630 (email preferred)

Welcome to Services Marketing and Innovation!

Services are now over 80% of the US economy! Business, non-profit, and government leaders of the future must understand services marketing and innovation...

As the great management theorist and scholar Peter Drucker said 60 years ago that “any business enterprise has two—and **only two**—basic functions: **marketing** and **innovation**.” A recent IBM survey of CEOs showed that a majority cited “growth through new products and services” as their number one strategic objective.

The study of service marketing and innovation aims to provide students with an overview of what is unique about service and leading innovation processes and skills and knowledge to help prepare them to be a part of an innovation team and eventually to manage for innovation.

Learning Objectives

Students who have successfully completed MKTG 471 Special Topics: Service Marketing and Innovation will be able to...

1. Identify and list:
 - a. What is unique about service (IHIP and other categories),
 - b. The “7 Ps” of Service Marketing and how/why it differs from the 4 Ps of goods,
 - c. Models of service Innovation and processes – stage-gate, lean, design-thinking, effectuation
 - d. Techniques to enhance creativity and ideation. – lead users, group techniques, A/B testing, etc.
 - e. Research methods to uncover problems (questions), opportunities, needs, and benefits.
2. Evaluate:
 - a. Alternative approaches to managing an innovative process.
 - b. Innovativeness: incremental, innovative, radical, or disruptive.
 - c. Level of innovation: product, platform, business model.
3. Create:
 - a. A service innovation using the principles of design thinking, open innovation, and lean startup.

Assessment - Remembering and understanding basic facts and principles (#1) will be evaluated in quizzes, a final exam, and class discussion. Students’ ability to evaluate and create using key knowledge and skills (#2 and #3) will be demonstrated in group semester project and in class and online discussions and exercises.

Reading and materials

Innovation is a rapidly changing field with many questions and few answers. There is a lot of reading including books and articles. *Purchased materials used in this course:*

- (1) *Essentials of Services Marketing* by Wirtz and Lovelock (“Wirtz”)
Paperback: 3rd Edition \$54-170 at bookstore
Publisher: Pearson
ISBN: 9781292089959

New class warning: Syllabus and schedule will certainly change during the semester!

- (2) *Service Innovation (2016)* by Gustafsson, Kristensson, Schirr and Witell
Paperback: 169 pages FREE PDF chapters posted on D2L, or paperback \$14-59 at bookstore
Publisher: Business Expert Press (May 2016)
ISBN-13: 978-0061766084 (Paperback)
ISBN-13: 978-0061766084 (Kindle)

Two books are required... but the total cost can be as low as \$54, less than a typical undergraduate textbook. In addition, some of the classic articles on innovation and service marketing will be posted on D2L.

Class platforms

D2L
D2L forum

Assessment

Quizzes: There will multiple online quizzes to test knowledge from the weekly reading.

Final Exam: A final exam will cover the reading and class discussion.

In-class exercises: There will be a series of in-class exercises, both individual and group.

Case Studies: In class, take home individual, and take-home group

A group project on service innovation will apply the innovation processes discussed in class.

Participation: The class is participation and discussion-oriented—*attendance and participation in class and the D2L forum is an important part of the class grade*. Tardiness or absence during scheduled role plays will great impact the student’s grade for that presentation. Missing **four** classes is grounds for failure.

Project: Each group will innovate, applying techniques discussed in class. This semester teams in class will suggest and test services innovation ideas.

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Grading Summary

Points

Participation, attendance, cases & exercises .	100
Quizzes (6 quizzes – 15 pts each)	90
Final Exam	60
Tests	150
Semester Group Project	100
Assigned Cases	100
Group teaching	50
TOTAL POINTS	500

So, 450 -500 is A- to A, 400-449 is B- to B+, etc.

Students in MKTG 471 are responsible to be: (1) aware of the Radford University honor code and to (2) strictly abide by it.

If you are seeking **academic accommodations** under the Americans with Disabilities Act, you must register with the Disability Resource Office (DRO). Submit disability documentation to the DRO in the lower level of Tyler Hall Suites 54-69, by fax to 540-831-6525, or by email to dro@radford.edu. Once documentation is received and reviewed, a Disability Services Specialist (DSS) will contact you for an interview. You will be notified via RU email when your accommodation package is complete. Meet with **each** course professor, during his or her office hours, to discuss the accommodations and return signed documents to the DRO. For additional information and disability documentation guidelines, visit www.radford.edu/dro or call 540-831-6350.

Note: Current copies of both the syllabus and schedule will be posted on D2L.
Both, especially the schedule, are subject to revision throughout the semester.

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