



NORTHERN ARIZONA UNIVERSITY

UCC/UGC/YCC Proposal for New Course

1. Effective **BEGINNING** of what term and year?: Fall 2013
See effective dates calendar.
2. College: NAU-Yuma Branch
Campus
3. Academic Unit: Business and Administration
4. Course subject and number: BBA 315
5. Units: 3
6. Long course title: Services Marketing
(max 100 characters including spaces)
7. Short course title: Srvcs Mktg
(max. 30 characters including spaces)
8. Catalog course description *(max. 60 words, excluding requisites):*
Description: Understanding issues facing the marketing of services. Identification of the unique difference in marketing strategies for tangible and intangible products. Evaluation of quality, service encounters and relationship development with customers through marketing activities and technology.
9. Grading option: Letter grade Pass/Fail Both
10. Co-convened with: _____ 10a. UGC approval date*: _____
(For example: ESE 450 and ESE 550)
*Must be approved by UGC before UCC submission, and both course syllabi must be presented
11. Cross-listed with: _____
(For example: ES 450 and DIS 450)
Please submit a single cross-listed syllabus that will be used for all cross-listed courses.
12. May course be repeated for additional units? Yes No
12a. If yes, maximum units allowed? _____
12b. If yes, may course be repeated for additional units in the same term? Yes No

13. Prerequisites:

Prerequisites: BBA 305W
and BBA 310

14. Co requisites:

15. Is this course in any plan (major, minor or certificate) or sub plan (emphasis or concentration)?

Yes No

If yes, describe the impact and attach written responses from the affected academic units prior to college curricular submission.

16. Is there a related plan or sub plan proposal being submitted?

Yes No

If no, explain.

New BBA Marketing Emphasis attached.

17. Does this course include combined lecture and lab components?

Yes No

If yes, note the units specific to each component in the course description above.

18. Does this course duplicate content of existing courses?

Yes No

If yes, list the courses with duplicate material. If the duplication is greater than 20%, explain why NAU should establish this course.

19. Names of the current faculty qualified to teach this course: Paige Miller Leister

20. Justification for new course.

This course is being created to support the new BBA Emphasis in Marketing plan.

Answer 21-22 for UCC/YCC only:

21. Is this course being proposed for Liberal Studies designation?

Yes No

If yes, forward this form along with the appropriate supporting documentation to the Liberal Studies Committee.

22. Is this course being proposed for Diversity designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Diversity Committee

Reviewed by Curriculum Process Associate _____ Date _____

Approvals:

[Signature] _____ 9/18/12
Department Chair/ Unit Head (if appropriate) Date
[Signature] _____ 9/18/12
Chair of college curriculum committee Date
[Signature] _____ 9/19/12
Dean of college Date

For Committee use only:

[Signature] _____ Charles V. Bolton _____ 10-11-12
UCG/UGC/YCC Approval Date

Approved as submitted: Yes No Approved as modified: Yes No

Please attach proposed Syllabus in approved university format.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
NORTHERN ARIZONA UNIVERSITY DISTANCE LEARNING PROGRAM
BBA 315, SERVICES MARKETING**

- I. **Catalog Description:** This course is designed to prepare students to be successful marketing professionals in the increasing service-oriented economy. This course will help students understand the unique characteristics of services, the marketing challenges create by these characteristics and effective ways to address these challenges.

- II. **Alignment with NAU Distance Learning Program and BBA degree objectives:** Content of this and all courses in the BBA will focus on the following:
 - A. Utilization of instructional tools with local & regional content to emphasize practical applicability of course to students' future job-related knowledge and skills.
 - B. Integration with real-world business practice by close collaboration with businesses in a variety of industries, especially those represented in the local and regional economy.
 - C. Developing students' professional oral and written communication skills.
 - D. Developing students' appreciation of the globalization of business practices and the interaction of the U.S. and international economies.

- III. **Prerequisites:**

BBA 305W and BBA 310

Justification: BBA 315 relies on students' oral and written communication skills and foundational marketing knowledge. The course work cannot be successfully completed without communication skills and foundational marketing knowledge.

- IV. **Course Learning Outcomes:** At the end of this course, students should be able to:
 - A. Be fluent in the terminology and methods of marketing services.
 - B. Understand service products and markets (domestic and global).
 - C. Understand consumer behavior in a services context.
 - D. Apply the 4 Ps of marketing to service products including distribution, setting prices, and promotion.
 - E. Manage the customer interface.
 - F. Implement profitable service strategies by managing relationships and improving service quality.
 - G. Apply effective communication skills verbally and in writing.

- V. **Course Materials:** The materials for this class may include a textbook (or custom publishing) in services marketing, lecture notes, and assigned readings. Access to the Internet is also required.

- VI. **Teaching Methods:** The primary teaching methods for this course include class lectures and application exercises (including homework problems) and may include discussions, team activities, case analyses, individual service encounter journal and paper, and a team project. Coursework may also use both international and local/regional examples/case studies to expose students to real-world situations.

- VII. **Evaluation Tools:** Evaluation of student performance will be conducted by means of examinations, quizzes, homework assignments, case analyses, an individual paper and a

team project. Examples and case analyses based on local and regional businesses will be used to expose students to real-world situations and better prepare them for local and regional business positions.

VIII. Course Content:

A. Course Topics:

1. New Perspectives on marketing in the service economy
2. Consumer behavior in a services context
3. Positioning services in competitive markets
4. Developing service products: Core and supplementary elements
5. Distributing services through physical and electronic channels
6. Setting prices and implementing revenue management
7. Promoting services and educating customers
8. Designing and managing service processes
9. Balancing demand and productive capacity
10. Crafting the service environment
11. Managing people for service advantage
12. Managing relationships and building loyalty
13. Complaint handling and service recovery
14. Improving service quality and productivity
15. Striving for service leadership

B. Perspectives for Business Decisions:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	Yes
Ethical Issues	2	Yes
Political Issues		
Social Issues	1	Yes
Legal/Regulatory Issues	1	Yes
Environmental Issues		
Technology Issues	1	Yes
Demographic Diversity	2	Yes

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The instructor's chosen teaching methods and evaluation tools will influence the amount of time devoted to each of these skills