

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SMGT 440

GUEST SERVICE IN SPORT VENUES

COURSE DESCRIPTION

This course will provide students with background knowledge of the unique aspects of the sport product and important guest service management concepts. These concepts include, but are not limited to, service quality, guest satisfaction, how perceptions of service influence consumer behaviors, and service assessment methods. Students will learn how to leverage their understanding of these concepts to establish guest service standards and strategies to meet organizational goals within the context of sport and live entertainment event businesses.

RATIONALE

The core sport product is wholly dependent on the respective venues in which competitions occur. Too often sport managers rely on team success as the basis for approaches to creating quality guest experiences. However, knowledgeable managers understand that they need to ensure in-venue guest satisfaction independent of team performance. Therefore, providing excellent guest service is an essential element of any sport organization's overall marketing strategy to foster increased fan satisfaction and affinity metrics and resultant loyalty behaviors.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

V. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Apply traditional guest service and service marketing concepts to the sport venue and live entertainment event contexts.

- B. Identify guest service research resources to better understand guest psychology and how management can leverage this information to develop improved operational policies and point-of-contact procedures.
- C. Evaluate service employee actions and provide recommendations for improvement based upon industry best practices.
- E. Relate the importance of developing a guest-centric culture within sport and live entertainment event organizations.
- F. Contrast his/her previous understanding of guest services as passive consumers with his/her new understanding of how to leverage guest service best practices to create competitive advantage for the organization in the marketplace.
- G. Evaluate guest service practices from a Christian perspective to inform biblical discernment and nurture Christ-centered decision making.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes.
- B. Course Requirements Checklist
 After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (2)
 Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be at least 300 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 150 words. All writing must comply to current APA format, including in-text citations and references. (MLO: A, B, D, E, F)
- D. Service Encounters (4)
 Students shall assess critical aspects of service from the perspective of the customer by performing four (4) service encounter critiques. Each encounter submission must be typed in narrative format, double-spaced with 1" margins, and use 12-point Times New Roman font. Responses shall use appropriate headings and sub-headings in current APA format. There is no minimum page count requirement, however, all required information should be adequately covered in the responses. It is an aspiration that students will be able to report their respective experiences as well as be able to recognize and classify service behaviors, explain the potential impacts these behaviors have on customer perceptions, and prescribe remedial steps to improve poor customer service performance. (MLO: A, B, C, D)

E. HBR Podcast Reviews (2)

The student will write a review of a podcast produced by the *Harvard Business Review*. Each podcast must be correlative to the chapter readings in the assigned module/week. The reviews will require an analysis of the pertinent information as well as an assessment of how the key takeaways and actionable insights should inform managerial decision-making within the sport guest service management context. Each review must be 2–3 pages, double-spaced with 1” margins, and in 12-point Times New Roman font. The paper must have appropriate headings and sub-headings following current APA format. (MLO: A, B, D)

F. Reflection Paper

The student shall write a 4-6-page paper that will require the student to reflect on the substantive content of the course, their respective service experiences during the semester, and the application of the course content to a work environment. The paper shall conform to current APA format and must incorporate four (4) references in addition to the course textbook and the Bible. The last page of the paper shall be a properly APA-formatted reference page. (MLO: A, E, F)

G. Quizzes (10)

Each quiz will cover the Reading & Study material for the assigned modules/weeks. All quizzes shall be open-book/open-notes, contain ten (10) variable format questions (e.g., multiple choice, true/false, matching), and shall have a 30-minute time limit. (MLO: A, B, C, D, F)

VII. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 50 pts ea.)	100
Service Encounters (4 at 50 pts ea.)	200
HBR Podcast Reviews (2 at 50 pts ea.)	100
Reflection Paper	100
Quizzes (10 at 50 pts ea)	500
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Limits of Confidentiality

In the event of a student's disclosure, either verbally or in writing, of threat of serious or foreseeable harm to self or others, abuse or neglect of a minor, elderly or disabled person, victim or witness of a crime or sexual misconduct, or current involvement in criminal activity, the faculty, staff, administrator, or supervisor will take immediate action. This action may include, but is not limited to, immediate notification of appropriate state law enforcement or social services personnel, emergency contacts, notification of the appropriate program chair or online dean, or notification to other appropriate University officials. All reported information is treated with discretion and respect, and kept as private as possible.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

SMGT 440

Textbook: Zeithaml et al., *Services Marketing* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Zeithaml et al.: chs. 1–2 2 presentations 1 website	Course Requirements Checklist	10
		Class Introductions	0
		DB Forum 1 Thread	*
		Quiz 1	50
		Quiz 2	50
2	Zeithaml et al.: chs. 3–4 1 presentation 1 website	DB Forum 1 Replies	50
		Service Encounter 1	50
		Quiz 3	50
		Quiz 4	50
3	Zeithaml et al.: chs. 5–6 1 presentation 1 website	Service Encounter 2	50
		Quiz 5	50
		Quiz 6	50
4	Zeithaml et al.: ch. 7 1 presentation 1 website	HBR Podcast Review 1	50
		Quiz 7	50
5	Zeithaml et al.: ch. 8 1 presentation 1 website	Service Encounter 3	50
		HBR Podcast Review 2	50
		Quiz 8	50
6	Zeithaml et al.: ch. 11 1 website	DB Forum 2 Thread	*
		Service Encounter 4	50
		Quiz 9	50
7	Zeithaml et al.: ch. 12 1 presentation	DB Forum 2 Replies	50
		Quiz 10	50
8	1 presentation	Reflection Paper	100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.