MBA 6605: Services Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course examines the marketing of services in both the profit and not-for-profit sectors. The differences between the marketing of services versus physical goods are examined in the context of both internal and external marketing environments. Along with MBA 6600, this is one of the pair of courses that is required for the Marketing Concentration in the MBA.

B. COURSE EFFECTIVE DATES: 08/25/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Marketing of Services in Profit and Not-For-Profit
2. Marketing of Services vs Physical Goods in both Internal and External Marketing Environments

D. LEARNING OUTCOMES (General)

1. Evaluate and analyze differences between goods and services
2. Evaluate and analyze the driving forces behind the importance of services marketing
3. Describe the service economy and its constituents
4. Evaluate and analyze trends and concerns that pertain to the growth of the service economy
5. Apply the consumer decision process model
6. Design the service delivery process
7. Evaluate and apply the tools and techniques for pricing services
8. Develop the guidelines for developing service communications
9. Apply the concepts of managing the service employee workforce
10. Define and measure customer satisfaction
11. Define and measure quality in services
12. Apply the concepts behind complaints and service recovery
13. Evaluate and analyze the importance of customer loyalty in service operations and the methods by which it can be achieved

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted