

MRKG 410 Services Marketing

The purpose of this course is to enable students to acquire critical knowledge and understanding about the vital role that services play in the economy and its future and how services dominate the advanced economies of the world. This course will also cover implementing service strategies for competitive advantage across industries. (*Prerequisite: MRKG 201, Minimum of 60 Credits*) (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of some specialized concepts, principles, and ethics of marketing in the services industry.
2. Use specialist marketing knowledge to plan and interpret relevant information in services marketing.
3. Critically analyze the performance of service organizations.
4. Demonstrate specialized level oral and written communication skills in constructing and presenting ideas and insights relating to services marketing to different stakeholders.
5. Operate at a specialist level, both independently and in a teamwork environment in the field of services marketing.

Textbook & Course Materials:

- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill.

Course Content:

1. Introduction to Services
2. The Gaps Model of Service Quality
3. Customer Expectations of Service
4. Customer Perceptions of Services
5. Listening to Customers Through Research
6. Building Customer Relationships
7. Service Recovery
8. Service Innovation and Design
9. Customer-Defined Services Standards
10. Physical Evidence and The Servicescape