

# Minnesota State University Moorhead

## MKTG 317: Services Marketing

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

This course is designed to provide knowledge needed to implement quality service and service strategies for competitive advantage across industries. The foundation of the course is the recognition that services present special challenges that must be identified and addressed.

**B. COURSE EFFECTIVE DATES:** 03/03/2005 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to Services
2. People as a Strategy: Managing Service Customers
3. Defining and Measuring Customer Satisfaction
4. Defining and Measuring Service Quality
5. Complaint and Service Recovery
6. Customer Loyalty and Retention
7. Creating a World Class Service Culture
8. The Services Sector: Ethical Considerations
9. Fundamental Differences Between Goods and Services
10. Services Consumer Behavior
11. The Service Delivery Process
12. The Pricing of Services
13. Developing the Services Communication Strategy
14. Managing the Firm's Physical Evidence
15. People as a Strategy: Managing Service Employees

#### **D. LEARNING OUTCOMES (General)**

1. Discuss the unique challenges involved in marketing and managing services.
2. Identify and analyze the various components of the services marketing mix, as well as key issues required in managing service quality.
3. Describe the impact of technology on the delivery of services.
4. Recognize the role of employees (and customers) in service delivery, customer satisfaction, and service recovery (e.g., customer relationship management).
5. Discuss strategies, tools and approaches for addressing the unique challenges of service management and marketing.
6. Acquire an awareness of ethical issues in this area of study.
7. Develop essential service quality knowledge and skills and be prepared to apply them in an actual business context.
8. Acquire an appreciation of the interfunctional coordination necessary to deliver quality service.

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted