

MKT3210 Services Marketing

Code

MKT3210

Title

Services Marketing

Credits

3

Description

Services' marketing introduces students to state-of-the-art research and practice in services marketing. This course emphasizes discussion of the field's most current services marketing concepts, principles, and theories. Application of services marketing concepts to actual business situations is through case analysis and outside projects.

Objectives

The objectives of this module are: To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges. To develop an understanding of the "state of the art" service management thinking. To promote a customer service-oriented mindset.

Outcomes

Upon completion of this module, you will be able to understand the following: Understand the theory and concepts pertaining to Services marketing. Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality. Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area Outcomes: On completion of the subject, students will normally be able to: Develop familiarity with the concepts of Services Marketing To show that the characteristics of services affect a real-life customer experience. Enhance their abilities to apply target marketing strategies in various and specific marketing situations. Develop an awareness and appreciation of research applicable to Services Marketing.

Assessment

60 % -first and second assessments

40 % -final assessment