

Date: March 2006

I. Course Name: Services Marketing

Course Prefix and Number: BUS 205

Credit and contact hours: 3 credit hours – 3 contact hours

Catalog Description including pre- and co-requisites:

This course is designed to provide an introduction to the general principles of marketing and an in-depth study of services marketing theory. The concepts the student learns will enable them to develop the skills and aptitudes required in our emerging service economy. The student will be exposed to the relationship between services marketing and the consumer experience. There will be opportunities for the student to apply services marketing theory utilizing case studies and models in health care, entertainment, business services, tourism, retailing and financial services. This course provides the basis for further study in marketing management

II. Course Outcomes and Objectives

Learning Outcomes:

This course is designed to provide an introduction to the general principles of Marketing and an in-depth study of Services Marketing Theory. The student will be exposed to the relationship between Services Marketing and the marketing of an experience. There will be opportunities for the student to apply services marketing theory utilizing case studies and models in health care, entertainment, tourism, and financial services. This course provides the basis for further study in Marketing Management and the interrelationship between services marketing and management.

Relationship to Academic programs and curriculum:

This is a required course for Associate in Science Sports and Tourism Studies (Tourism Focus) and for the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

College competencies addressed by the course:

Writing	Ethics/Values
Oral Communications	Citizenship
Reading	Global Concerns
Information Resources	Problem-Solving
Professional Competency	Computer Literacy

III. Methods of Instruction

Types of Course materials:

Required Materials:

Services Marketing and Management, Christopher Lovelock and Lauren Wright, Prentice Hall, 2nd edition, 2002

Supplemental Materials:

Professional Association Publications
Internet resources
Current Periodicals

Methods of instruction:

Lecture
Readings Study Guides
Written Assignments
Case Study Analysis
Authentic Assignments
Discussions
Field Experiences
Internet
Guest Speakers
Attendance at professional meetings/events

Assessment measures:

Faculty may use a variety of assessment measures including, but not limited to: informal writing, non graded quizzes, and discussions

Methods of Evaluation:

Short Answer/Essay Examinations – no less than 3
Written Class Assignments

IV. General Outline of Topics covered

1. Definition of Marketing
2. The five Marketing Philosophies.
 1. Strategic Marketing.
 2. The basic differences between goods and services.
 3. The traditional marketing mix elements.
 4. The expanded marketing mix elements required to market services.
 5. The relationship between Human Resources and the marketing of services.
 6. The process of target market selection.
 9. The role of evidences in services management.
10. Relationship marketing
11. Customization of Services
12. The role of Internal marketing in creating quality service
13. The development and utilization of a marketing plan.
14. The nature of consumer behavior as it relates to services marketing.
15. Positioning as a marketing strategy.
16. The role of positioning in services marketing.