

University of Arkansas—Fort Smith
5210 Grand Avenue
P.O. Box 3649
Fort Smith, AR 72913

General Syllabus

MKTG 40363 Services Marketing

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours:

Prerequisite: MKTG 34303 Principles of Marketing Management and admission to the College of Business or consent of the instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Application of marketing principles and strategic decision making in the context of the delivery of service products (in both the consumer and business-business marketplace). Preparation for a managerial career in a services economy.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, students will be able to:

1. Contrast key differences between services and goods products and explain the implications of these differences (in the context of both business-to-consumer and business-to-business marketing).
2. Defend the role of customer expectations in the context of service quality measurement and delivery.
3. Critically evaluate ethical issues and dilemmas faced by services marketers (in the context of both business-to-consumer and business-to-business marketing).
4. Creatively apply marketing concepts (in the context of both business-to-consumer and business-to-business service products) with a view toward building and maintaining relationships with customers.
5. Analyze and solve problems faced by services marketers by evaluating alternative courses of action and persuasively justifying recommendations (in both verbal and written form).

B. University Learning Outcomes

Communication Skills: Students will be effective communicators--both in writing and verbally—in a manner appropriate for the target audience.

III. Major Course Topics

- A. The Gaps Model of Service Quality
- B. Business-to-Business Marketing
- C. Ethical Issues in B-to-B Marketing
- D. B-to-B Selling and Sales Management
- E. Consumer Behavior in Services
- F. Customer Expectations of Service
- G. Customer Perceptions of Service
- H. Listening to Customers through Research
- I. Building Customer Relationships
- J. Service Recovery
- K. Service Development & Design
- L. Employees' Role in Service Delivery
- M. Customers' Role in Service Delivery
- N. Services Marketing IMC
- O. Pricing of Services