

# 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: MKTG 310

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

**D. LEARNING OUTCOMES (General)**

1. 1. Describe the introduction to services
2. 2. Comprehend ethical considerations unique to the services sector
3. 3. Describe fundamental differences between goods and services
4. 4. Describe services consumer behavior
5. 5. Analyze the service delivery process
6. 6. Evaluate the pricing of services
7. 7. Prepare a services communication strategy
8. 8. Evaluate management of the firm's physical evidence
9. 9. Describe the management of service employees
10. 10. Describe the management of service customers
11. 11. Prepare a research project to measure and report customer satisfaction
12. 12. Prepare a research project to measure and report service quality
13. 13. Describe complaint behavior and service recovery strategies for complaint behavior
14. 14. Describe customer loyalty and retention
15. 15. Explain how to create a world class service culture
16. 16. Improve effective oral and written communication skills

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted