

MAKT 430 : Services Marketing

Develop an ability to evaluate, implement, and lead effective marketing programs in service companies and organizations. Specifically, the course offers students knowledge of how marketing plays a crucial role in these organizations' success or failure. Broadens and applies marketing concepts and techniques in services industries and compares to tangible goods marketing, all within the framework of total quality management.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Understand the role of marketing in the individual firm, U.S. economy, and global economy;
- Describe the importance of a consumer orientation in companies;
- Demonstrate knowledge of marketing research and pricing techniques;
- Understand how to identify market segments and targets;
- Describe the role and operation of marketing channels;
- Understand how to manage market channels;
- Understand the role and techniques of advertising;
- Analyze examples from marketing practice and apply the concepts and tools presented to real-life problems;
- Demonstrate how to implement interactive and multi-channel marketing; and
- Understand how to develop a marketing plan.