

COURSE SYLLABUS

I. University of the Incarnate Word

II. BMKT 3334: Service Marketing

Catalogue description: Marketing concepts and strategies as they relate to the service organization; growth of the service economy; nature and characteristics of service organizations and the problems and opportunities posed by those characteristics; development of effective marketing strategies.

Context:

Pre-requisites: BMKT 3331; Junior Standing. Course may not be repeated for credit

Fit within the curriculum: Service Marketing is a required course within the Marketing concentration. It expands the concepts learned in Principles of Marketing to one of the economy's fastest growing segments: services.

III. Description of the course:

Cognitive and skills development: The purpose of this course is to prepare students to enter into a growing service economy, fully aware of its characteristics, more knowledgeable about the way services should be marketed due to its intangible core, and more cognizant about service quality.

Regular class attendance, class participation, and timely completion of course assignments

IV. Goals:

- Students will demonstrate knowledge of service marketing concepts.
- Assessment: Service diary, customer correspondence assignment and exams - 70% of students will pass with a grade of C.
- Students completing the course will recognize success factors in services marketing.
- Assessment: Service diary, written analysis of an excellent firm - 70 % of students will pass with a grade of C.
- Students will comprehend the implementation process.

- Assessment: Service diary - 70% of students will pass with a grade of C.
- Students will understand his or her marketing responsibilities as junior management within the services industry.
- Assessment: Written analysis of an excellent firm - 70% of students will pass with a grade of C.

V. Outcomes/Assessments:

Ongoing assessment: Students will be assessed via compilation of a Service Diary, Customer Correspondence Assignment, written analysis of an excellent firm that successfully applies service marketing principles, two exams as well as class participation and attendance.

VII. Approval date: _____