

Services marketing

ECTS : 3

Description du contenu de l'enseignement :

- Understanding Service Products, Consumers, and Markets
- Applying the 7ps of Marketing to Services
- Implementing profitable Service Strategies

- The objectives are to provide in-depth understanding of the difference between marketing services versus products.

Compétence à acquérir :

The intent of this course is to introduce, discuss, and analyze several topics important to service businesses. After completing this course, students should be able to:

- Understand the unique challenges involved in marketing and managing services.
- Identify differences between marketing in service versus manufacturing organizations and understand how "service" can be a competitive advantage in manufacturing organizations.
- Identify and analyze the various components of the "services marketing mix"(three additional P's) as well as key issues required in managing service quality.
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management.

Mode de contrôle des connaissances :

Bibliographie, lectures recommandées :

Services Marketing: Global Edition, 7/E, Christopher H Lovelock, Jochen Wirtz, PEARSON

Services Marketing Readings, A series of short articles are also included as required reading. These articles are available electronically via my course