WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Services Marketing
COURSE NUMBER: BMK 333

I. RATIONALE:
Modern day marketers (and indeed business people in general) recognize the important role that services play in the advanced economies of the world and in their future. Nearly all organizations view service as critical to retaining their customers and as one of their few sustainable competitive advantages. Through this course, students will explore, research, and learn the unique challenges of services marketing and how to develop strategies for increasing customer satisfaction and retention through service.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Understand the foundations of services marketing

Learning Outcomes: The student will:

A-1 Gain an understanding and appreciation of why services marketing is important.
A-2 Learn how to apply a conceptual framework to study the customer and provider “gaps” that exist in customer service, and learn how to close them.

GOAL B:
Understand the need for services marketing to focus on the customer.

Learning Outcomes: The student will:

B-1 Become familiar with consumer behavior in services.
B-2 Gain an appreciation of customer expectations of service.
B-3 Learn about customer perceptions of service.

GOAL C:
Determine and respond to customer requirements.

Learning Outcomes: The student will:

C-1 Learn how to use research to “listen” to customers
C-2 Achieve an understanding of how to build customer relationships
C-3 Understand the impact of service failure and recovery.
C-4 Critique various service recovery strategies.

GOAL D:
Align service design and standards.

**Learning Outcomes:** The student will:

D-1 Understand the underlying concepts and stages of service development and design
D-2 Learn about the various factors necessary for appropriate services standards.
D-3 Gain an awareness and appreciation for the strategic roles of the service scape and its effects on behavior.
D-4 Recognize the strategic impact of physical evidence strategies

GOAL E:
Assess the delivery and performance of services.

**Learning Outcomes:** The student will:

E-1 Understand the employees’ role in service delivery.
E-2 Understand the customer’s role
E-3 Learn how to deliver service through intermediaries and electronic channels
E-4 Investigate a variety of strategies on how to manage demand and capacity
E-5 Know how consumers use problem-solving processes.

GOAL F:
Manage service promises.

**Learning Outcomes:** The student will:

F-1 Gain an appreciation for the need for and challenges of coordination in marketing communication.
F-2 Learn why and how service prices differ
F-3 Develop pricing strategies that link to the “four customer value” definitions.
F-4 Understand the financial and economic impact of service.