

Course Title	SERVICES MARKETING
Course Code	MKT 311
Course Purpose and Objectives	The purpose of this course is to explain the marketing functions that guide the design and delivery of services and provide knowledge on the marketing mix strategies and tactics as an active and critical component of the overall service marketing plan. Students are introduced to a more in depth analysis of competitive environments in the service industry. The course provides students with information on different service environments and gives them the ability to comprehend the forces behind the services market.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the difference between promoting services and actual goods. 2. Outline the techniques for distributing and delivering services. 3. Illustrate how price in services can be shaped by demand and/or capacity. 4. Describe the role of the customer in delivering a service. 5. Explain how different service environments can cause different responses.
Course Content	<ul style="list-style-type: none"> • Defining Services • Service products versus customer service and after sales service • Customer behaviour in services • Developing the service concept • Distribution of services • Determining price for Services • Revenue management • Promotion of services • Service delivery • Service process design • Designing and managing the service process • Service demand and capacity • Service environments