

MKTG-4450. Services Marketing

Learning Outcomes

Last Updated: November 10, 2017

(PDC171025-5.3)

<p>Course Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u></p>
<p>A. Recognize the differences between goods and services. - Describe the unique challenges involved in marketing and managing services. - Explain and analyze the various components of the “services marketing mix” [4 additional P's (People, Physical Evidence, Process, Productivity); and 4 I's (Intangibility, Inconsistency, Inseparability, Inventory)]. - Analyze key issues required in managing service quality. - Investigate key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management. - Distinguish the differences between marketing in service versus manufacturing organizations. - Analyze the roles of employees and customers in service delivery, customer satisfaction, and service recovery. - Analyze how “service” can be a competitive advantage in manufacturing organizations</p>	<p>A. the acquisition, application and integration of knowledge</p>
<p>B. Analyze service organizations by discovering appropriate information. - Diagnose and formulate recommendations to remedy service failures in organizations.</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C. Analyze a service organization with a view to developing a service blueprint. - Evaluate the strategic orientation and management of a service organization in order to formulate improvements related to: service quality, and customer experience.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D.</p>	<p>D. literacy and numeracy skills</p>
<p>E.</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F. Apply and practice effective oral and written forms of communication using, appropriate terminology, to discuss key services marketing concepts.</p>	<p>F. interpersonal and communications skills</p>
<p>G. - Analyze a service organization with a view to developing a service blueprint, within the context of a student group. - Apply important workplace skills (e.g., cooperation, teamwork, meeting deadlines, report writing) through active learning activities and other classroom exercises.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H.</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I. Analyze marketing efforts in a variety of service organizations.</p>	<p>I. the ability and desire for continuous learning</p>