

# Mktg 358: Services Marketing

This course addresses the challenge of marketing services and managing the service component of product/services combinations. Issues covered include service design, quality definition, satisfaction measurement, performance guarantees, and internal and external marketing planning and execution.

## 3 Credits

### Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Mktg 358
- Lecture: Compressed Video for Mktg 358

## **Subject Areas**

Marketing/Marketing Management, General

### **Related Areas**

#### International Marketing

<u>Marketing Research</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

