

# Mktg 358: Services Marketing 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**

- 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
- Marketing Research

