

## Mktg 358: Services Marketing

### [Marketing, Analytics & Prof Sales](#)

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
- Lecture: Web-based Lecture for Mktg 358

### Subject Areas

- [Marketing/Marketing Management, General](#)

### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

