Course Syllabus

Department: Department of Business

Date: January 19, 2013

I. Course Prefix and Number: BUS 205

Course Name: Services Marketing

Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of 'C' or higher.

This course is designed to provide an introduction to the general principles of marketing and an in-depth study of services marketing theory. The concepts the student learns will enable them to develop the skills and aptitudes required in our emerging service economy. The student will be exposed to the relationship between services marketing and the consumer experience. There will be opportunities for the student to apply services marketing theory utilizing case studies and models in health care, entertainment, business services, tourism, retailing and financial services. This course provides the basis for further study in marketing management.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This is a required course for the Associate in Science Tourism Studies degree and the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

Upon completion of this course students will be able to:

- Define marketing and its role in any organization or individual marketing effort
- Demonstrate the ability to comprehend, interpret, analyze and evaluate college level materials.
- Explain the major differences between traditional goods marketing and services marketing
- Apply marketing concepts in case studies and authentic business situations
- Discover the centrality of the employee to a successful organization
- Define a target market and give examples of segmentation
Describe and recognize the stages of the consumer buying decision process and steps of business marketing
Describe the role of processes and physical facilities
Explain the importance of internal marketing
Describe the role the Internet plays in marketing
Explain the benefits and challenges of branding in service businesses
Compare the elements of the promotion mix
Recognize factors that influence ethical or unethical decisions
Identify ways to improve ethical decisions in marketing
Recognize the concepts of social responsibility and ethics

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☒ writing ☐ computer literacy
☐ oral communications ☒ ethics/values
☒ reading ☐ citizenship
☐ mathematics ☐ global concerns
☒ critical thinking ☐ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>eg: writing</td>
<td>eg: student will complete a research paper</td>
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<tr>
<td>Reading, Writing (provides the opportunity for submission and revision)</td>
<td>Tests, quizzes, assigned readings and written assignments</td>
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<tr>
<td>Critical thinking, Ethics</td>
<td>Case Studies, Class discussions and group work</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

Readings from textbooks, periodicals, internet resources and news stories.

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

Lecture
Readings Study Guides
Written Assignments
Case Study Analysis
Discussions
Internet
V. General Outline of Topics Covered:

1. Definition of Marketing
2. The five Marketing Philosophies
3. Strategic Marketing
4. The basic differences between goods and services
5. The traditional marketing mix elements
6. The expanded marketing mix elements required to market services
7. The relationship between Human Resources and the marketing of services
8. The process of target market selection
9. The role of evidences in services management
10. Relationship marketing
11. Customization of Services
12. The role of Internal marketing in creating quality service
13. The nature of consumer behavior as it relates to services marketing.
14. Positioning as a marketing strategy.
15. The role of positioning in services marketing.