

Business Administration

Course Number: **BUAD 336**

Course Title:

Professors

Blair Baldwin
Course Captain

762-5445 #4315 Kelowna: E220

pincon@shaw.ca

Learning Outcomes

Upon completion of this course students will be able to

- explain the importance of Services Marketing as a distinctive and vital part of success in the current business environment
- describe the Gaps Model of Services marketing and the components of Service Quality.
- construct Services Marketing frameworks for monitoring and implementing improvements.
- evaluate customer relationship management strategies to drive customer retention.
- explain the role of management and employees in the service process.
- identify the pricing practices that can be used by a service business.
- conduct a comprehensive services marketing review of a services business including:
 - identifying service gaps and causes; evaluating service quality measures; constructing a blueprint for the services process; and developing recommendations for the client.

Course Objectives

This course will cover the following content including:

See attached weekly Course Schedule.

Evaluation Procedure

Class Work

20

Notes (con't)

Class Format

