

## **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**

- [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

### **Subject Areas**

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

### **Related Areas**

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

