

## Course Outline *(please complete as appropriate)*

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| <b>COURSE TITLE</b>     | Service Management |
| <b>NAME OF LECTURER</b> | Daeyoung Kim       |

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| <b>COURSE DESCRIPTION</b>   |
| <p>This course provides students with a customer-oriented approach to sales and marketing in service industry. It is based on a systematic, step-by-step approach to sales and marketing organizations in service industry. The marketing techniques available to hotels, restaurants, tourism and travel businesses are described and evaluated, including packaging, travel trade, advertising, sales promotion, merchandising, and personal selling. Up-to-date information is presented on the marketing programs of leading companies within the service industry.</p> <p>Having taken this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand what being customer-oriented means and why it is so important in the service industry.</li> <li>2. Compare and contrast the marketing of services with the marketing of products.</li> <li>3. List and arrange in order the steps of the marketing system.</li> <li>4. Describe the personal and interpersonal factors that affect customers' buying decisions.</li> <li>5. Understand major marketing research techniques and explain their advantages and disadvantages.</li> <li>6. Explain the terms market segmentation and target market.</li> <li>7. Define marketing strategy and describe its use.</li> <li>8. Explain the major market trends in the service industry.</li> <li>9. Describe positioning and how it is used.</li> <li>10. List the 4 Ps of marketing.</li> <li>11. Explain the importance of service and service quality to marketing.</li> <li>12. List the elements of the promotional mix.</li> </ol> |
| <b>RECOMMENDED READINGS</b>   |
| <i>Handouts are preferred, as textbooks are hard to order in time</i>   |
| <b>TEACHING METHODS</b>   |
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| <b>ASSESSMENT METHODS</b>   |
| 2 Tests: 60, 2 Essays: 20, Attendance: 20   |
| <b>CLASS TOPICS</b> <i>(each class is 3 hrs)</i>  |
| Characteristics of Service Marketing<br>The Role of Marketing in Strategic Planning<br>Marketing Environment<br>Marketing Information Systems and Marketing Research<br>Consumer Markets and Consumer Buying Behavior organizational Buyer Behavior of Group Market<br>Market Segmentation, Targeting, and Positioning<br>Designing and Managing Products<br>Internal Marketing<br>Pricing Products<br>Distribution Channel<br>Promoting Products   |

**SPECIAL COMMENTS**