

Business Administration

Course Number:	BUAD 336
Course Title:	SERVICES MARKETING
Credits:	3
Calendar Description:	This course includes the marketing of intangible offerings by both profit and non-profit organizations, including financial institutions, the hospitality industry, professionals, government agencies and charities. Included is the application of marketing principles when the marketer's offerings are services, not goods. Emphasis will be placed on current marketing practices employed by regional, national and international firms.
Semester and Year:	Fall 2016
Prerequisite(s):	BUAD 116 and third year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty –

Professors

Name	Phone	Office	Email
Blair Baldwin	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

Evaluation Procedure

Class Work	20%
Three-part Project	50%
Final Exam	30%
Total	100%

Notes**Class Work**

Class Participation, Key Concepts (20%)

Ten (10%) of your grade will be determined from the completion of 10 Applied Key Concepts. The development and discussion of these Applied Key Concepts is outlined on a separate document which will be reviewed at the start of the course. These are due to your professor in hard copy at the start of every class so we may refer to them in class. Please don't procrastinate. If they are not handed in at the start of every class, they will not be accepted. Ten (10%) will come from active class participation and in class discussion based on the following guidelines:

1. Providing recapitulations and summaries of your Applied Key Concepts
2. Making observations that integrate concepts and cite relevant personal examples
3. Asking key questions that lead to revealing discussions
4. Engaging in critical thinking and being an active participant in group discussion.


Final Exam

There is one final exam worth 30% of your total grade which will contain multiple choice, short answer, a service blueprint design and a case. ***You must pass the final exam to pass the course.**

Applied Term Project

Your team will be conducting an applied project with a service company in the Okanagan Valley. This project will be completed in three parts. Part A is worth 15%; Part B is worth 15% and Part C is worth 20% for a total of 50%. The complete project outline is online. Key dates are outlined below in the weekly schedule.

Course Schedule

Date	Topic	Textbook
		

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.