

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% |

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.