

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.