

SERVICES MARKETING, MINOR

Services are now a major driver of the U.S. and world economy. Therefore, service marketing and management in the areas of people, business process, and the design of physical space are of great importance. The ability to understand, map, design, and re-design business service processes, flow, and physical space across the value chain is critical as is the ability to manage service employees and teams.

Services Marketing is a minor designed for students interested in working in and managing teams of people to analyze, develop, and deliver world-class service, manage customer relationships, and work cross-functionally with other aspects of the organization such as sales, logistics, and operations.

Services Marketing minor		Hours
Required:		
EC 110	Principles of Microeconomics	3
MKT 300	Marketing	3
MKT 376	Services Marketing	3
MKT 476	Services Management	3
MKT 477	Advanced Services Marketing	3
Total Hours		15