

# STOPPLER HUGHES

## **COURSE: B2B/Services Management**

**DELIVERABLE:** Certificate Program

**DESCRIPTION:** Participants learn how to understand the different needs of business to business services marketing. Learners will be exposed to a different way of thinking about marketing. We will discuss how services are different, why they are different, and what strategies result from these distinctions. We will cover why people are essential to service success, why expectations are important to service consumers, how the physical environment influences service delivery, and how services firms should recover from failure. You will also learn how quality is evaluated in service firms. Thus, this course looks at marketing through a different B2B lens.

**COURSE LEARNING** Upon completion of this course, the student will be able to ...

**OUTCOMES:**

- Assess and critique B2B and services marketing issues.
- Integrate knowledge on challenging contemporary approaches to B2B issue and practice.
- Propose solutions to practical marketing challenges in services.
- Analyze the role of business-focused marketing capabilities, customer experience and customer engagement in the organizations' marketing strategies.
- Assess the implications of new technology and opportunities arising from a dynamic market place for organizations' marketing tactics.
- Compare and contrast different models of B2B services brand development and assess the branding activities

**HOURS:** 32

**INSTRUCTOR:** Dr. Darryl Moore

**CONTACT**

**INFORMATION:** Phone: 780.266.3712  
Email: Darryl@stopplerhughes.com

**CONTACT:** Group Sessions, TEAMS, Hangouts

**REQUIRED TEXT** Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm.* (6th ed.). McGraw-Hill.

**AND MATERIALS:** Reading as provided

**LEARNING STRATEGIES:** Participation is part of the learning process and students are expected to present their opinions, argue for or against issues, and/or discuss the current work environment. From time to time, students are given brief assignments or asked to have group discussions to be completed in class.

**SESSION SCHEDULE:**

**Note:** This schedule is intended as a guide only and may be altered as circumstances require.

<b>WEEK</b>	<b>DATES</b>	<b>TOPICS</b>	<b>ACTIVITIES/ DUE DATES</b>
Week 1		Foundations of Service Marketing	Class Learning
Week 2		Understanding Customer Requirements	Class Learning
Week 3		Delivering Performance and Service	Class Learning
Week 4		Managing Services Promises	Group Work

**Participation:** This course will be extremely active, very much co-created between the participant and facilitator. You can read the tentatively weekly schedule for all activities that will be counted as participation.

**Cost:** \$3,200/participant (Group size minimum of 5 participants)