

UCLA

Extension

Marketing Principles and Practices MGMT-X 160

Description

This course surveys marketing methods, practices and institutions from the perspectives of manufacturers, distributors and consumers. You examine marketing concepts, functions, operations and organizations of retail and wholesale enterprises; distribution channels; market research; advertising; marketing costs; pricing; cooperative marketing; marketing legislation and regulations; and trends. Transferable for UC credit.

Objectives

During this course, you will:

- Learn the foundational knowledge, tools, techniques, and strategies to prepare and execute effective marketing plans.
- Develop skills in identifying and segmenting target audiences for developing strategic outreach campaigns.
- Enhance abilities in developing marketing positions and messages to connect with identified target audiences in a multicultural/global marketplace.
- Identify marketing career resources and employment opportunities.
- Understand how various market environment influences, such as social, technological, economic, and political, impact the marketing mix.
- Learn to apply key principles and concepts in analyzing marketing situations and creating appropriate marketing strategies to create competitive advantage.

Outcomes

Principles Services Marketing Mgmt

Robert D. Reid, David C. Bojanic



Principles Services Marketing Mgmt:

Principles of Service Marketing and Management Christopher H. Lovelock, Lauren Wright, 1999 The authors show that different categories of services face distinctive marketing problems and encourage students to analyse useful parallels across a range of service industries Examples cited include EuroDisney Singapore Airlines British Telecom Handbook of Services Marketing and Management Teresa Swartz, Dawn Iacobucci, 2000 What a rarity to see a who's who of thought leaders on any subject create original material for an anthology It's a real collegial tribute to Teresa A Swartz and Dawn Iacobucci that they have been able to assemble such a treasure of original material including some of the last from our late friend and colleague Eric Langeard on topics important to services marketing and management James Heskett Harvard Business School The Handbook of Services Marketing and Management provides an excellent introduction to the topics and issues that define service marketing today Editors Swartz and Iacobucci have recruited many of the leading names in service research to write the chapters in the book ensuring that the Handbook will be a valuable reference for years to come Roland T Rust Journal of Service Research This Handbook contains an impressive collection of cutting edge contributions that should be of keen interest to service researchers and practitioners It represents some of the best and most recent thinking on a wide range of service topics A Parasuraman University of Miami FL Service business today constitute the largest sector in advanced economies This new Handbook provides a wealth of stimulating ideas and guidelines for improving the quality and effectiveness of service offerings Philip Kotler S C Johnson Son Distinguished Professor of International Marketing Northwestern University Services because of their intangibility variability and perishability call for management and marketing skills of a high order This new Handbook belongs in the working library of managers charged with managing and marketing the service offerings of hotels restaurant chains airlines telecommunications companies entertainment companies professional services firms and countless other services industries Philip Kotler S C Johnson Son Distinguished Professor of International Marketing Northwestern University Despite the growth in services research and the dominance of services in the world economy no one book has emerged as a comprehensive guide for researchers and professionals until now The Handbook of Services Marketing and Management presents state of the art perspectives in the foundations of services while simultaneously challenging and expanding current services practices Editors Teresa A Swartz and Dawn Iacobucci invited the world's leading experts on services marketing and management to author individual chapters The result is an experienced international eclectic and cross disciplinary mix of authors all contributing cutting edge material on the frontiers of service research This handbook includes a unique mix of both in depth chapters as well as shorter more focused mini chapters which treat emerging issues in the field of services This structure makes the Handbook the most thorough reference possible The Handbook of Services Marketing and Management should have a place on the bookshelves of every academic graduate student and professional in the critical area of services **Principles of Services Marketing** Adrian Palmer, 1994

Covering management of the service counter and recovery from service failure customer care and information as a source of competitive advantage this text is introduced by a discussion of the difference between goods and service marketing

Services Marketing and Management Balaji B.,2002 Concept Of Service Service Characteristics Service Expectations The Service Product Service Location Pricing For Services Promotion Services The Service Process Physical Evidence People And Services Internal Versus External Marketing EBOOK: Principles of Services Marketing Adrian Palmer,2013-01-16 Now in its seventh edition Principles of Services Marketing has been revised and updated throughout to reflect the most recent developments in this fast moving and exciting sector With a stronger emphasis on emerging and global economies it has been restructured to give clearer focus on key issues of efficiency accessibility and customer experience This authoritative text develops an indispensable framework for understanding services their effective marketing and how this drives value creation Key Features Opening vignettes introduce a chapter's key themes with short examples that present topics in familiar everyday scenarios students can relate to Longer case studies feature well known companies and provide an opportunity to analyse real life scenarios and apply understanding In Practice vignettes drawn from services organizations from around the world and how services are delivered and experienced by customers Thinking Around the Subject boxes examine the operational challenges of putting theory in to practice Summary links to other chapters reinforce the main topics covered and how they fit within the wider context of services marketing to improve overall understanding of the subject Expanded coverage of key topics such as service dominant logic servicescapes and the use of social media explore the latest theory and practice Reflects the importance of marketing for public services and not for profit organizations Includes new chapters on service systems and the experiential aspects of service consumption **Marketing Management** M. C. Cant,C. J. Jooste,J. W. Strydom,P. J. du Plessis,2009 Focusing on the environment market research buyer behavior cyber marketing and positioning this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory **Services Marketing** Adrian Palmer,Catherine Cole,1995 This text with cases provides a contemporary overview of key issues in the marketing of services It explores many issues that are familiar to students with a foundation in principles of marketing and reassesses these in the context of services Up to date case studies and examples developed throughout chapters help students to fully appreciate those issues that are specific to services marketing methods of defining the service offer conceptualization measurement and management of service quality managing the employee input to the service offer and developing relationships with customers and strategies to make services accessible **Handbook of Hospitality Marketing Management** Haemoon Oh,2009-11-04 This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts Internationally recognized leading researchers provide thorough reviews and discussions reviewing hospitality marketing research by topic as well as illustrating how theories and concepts can be applied in the hospitality industry The depth and coverage of each topic is

unprecedented A must read for hospitality researchers and educators students and industry practitioners *Scientific Marketing Management, Its Principles and Methods* Percival White,1927 *Services Marketing Management* Peter Mudie,Angela Pirrie,2012-06-25 Services Marketing Management builds on the success of the previous editions formally entitled The Management and Marketing of Services to provide an easily digestible approach to the service industry with a specific focus on the management and marketing elements This new edition has been thoroughly revamped to include pedagogical features such as exercises and mini cases throughout the text to consolidate learning and make it more student friendly New content has been incorporated to bring the subject matter thoroughly up to date for example featuring more on the Internet the inclusion of material on call centres in respect of service delivery and service encounter additional material on customer relationship management CRM consideration of frontline employees and internal marketing and a discussion of revenue management issues in managing demand and capacity Particularly suitable for students on marketing business and hospitality courses who require a good grounding in the principles of services marketing the practical implications are shown clearly and effectively demonstrate how the principles are applied in the real world A web based lecturer resource accompanies the text **Strategic Marketing Management and Tactics in the Service Industry** Sood, Tulika,2017-03-20 Customer satisfaction is a critical factor to the potential success or failure of a business By implementing the latest marketing strategies organizations can better withstand the competitive market Strategic Marketing Management and Tactics in the Service Industry is an essential reference publication that features the latest scholarly research on service strategies for competitive advantage across industries Covering a broad range of topics and perspectives such as customer satisfaction healthcare service and microfinance this book is ideally designed for students academics practitioners and professionals seeking current research on best practices to build rapport with customers *Principle And Practice of Management* R.C. Agarwal, ,Sanjay Gupta,2022-09-29 1 Management Concept Meaning Definitions and Need 2 Managerial Functions 3 Co ordination Meaning and Nature 4 Evolution of Management Thought 5 Management by Objectives M B O 6 Planning 7 Types of Plans and Corporate Planning 8 Environmental Analysis and Business Environment 9 Decisions Making 10 Nature and Process of Organisation 11 Span of Control and Centralisation and Decentralisation of Authority 12 Authority and Delegation of Authority 13 Organizations Structure and Forms of Organisation 14 Staffing 15 Motivation 16 Leadership 17 Communication 18 Managerial Control 19 Techniques of Control and Emerging Issues in Management Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts Raymond P. Fisk,Stephen J. Grove,Joby John,2012-03-15 *Health Service Marketing Management in Africa* Robert Hinson,Kofi Osei-Frimpong,Ogechi Adeola,Lydia Aziato,2019-12-06 Health Service Marketing Management in Africa 978 0 429 40085 8 K402492 Shelving Guide Business marketing imperatives in healthcare management product and pricing management in healthcare distribution and marketing communications in healthcare managing people in healthcare physical evidence and service quality management

in healthcare and process management in healthcare **EBOOK: Marketing Management** Christian Homburg, Sabine Kuester, Harley Krohmer, 2012-12-16 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to business services marketing retailing and international marketing from companies around the globe

Innovations in Services Marketing and Management: Strategies for Emerging Economies Goyal, Anita, 2013-10-31

Modern corporations face a variety of challenges and opportunities in the field of sustainable development Properly managing assets and maintaining effective relationships with customers are crucial considerations in successful businesses Innovations in Services Marketing and Management Strategies for Emerging Economies presents insights into marketing strategies and tactical perspectives in both large and small enterprises The chapters in this book explore case studies contemporary research and theoretical frameworks in effective business management providing students academicians researchers and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services **Corporate Governance, Sustainability, and Information Systems in the**

Aviation Sector, Volume I Kasım Kiracı, Kıymet Tunca Çalıyurt, 2022-10-26 This book delves into corporate governance sustainability and information systems related to the aviation sector Due to globalization and rise in cross border business the aviation sector has become an essential means of transport However the industry has tremendous impact on social economic and natural environments and carries significant risks The book explores such issues plaguing the aviation sector under three key areas CSR and sustainability information systems and risk management and corporate governance and accountability in the airline industry The book concludes with an analysis of the impact of COVID 19 crisis on the industry and ways to respond and recover from the effects of the pandemic *Hospitality Marketing Management* Robert D.

Reid, David C. Bojanic, 2009-02-09 Completely revised and updated to include more information on Internet marketing tourism marketing marketing technology and international business Hospitality Marketing Management Fifth Edition is a comprehensive core marketing text This popular textbook explores marketing and themes unique to hospitality and tourism with a focus on the practical applications of marketing rather than marketing theory It provides readers with the tools they need to successfully execute marketing campaigns for a hospitality business no matter what their specialty **Basics of Marketing Management (Theory & Practice)** Rudani R.B., 2010-12 Introduction To Marketing 1 42 2 Emerging Issues In

Marketing 43 66 3 Marketing Environment And Demand Forecasting 67 81 4 Consumer Behavior And Market Segmentation 82 119 5 Product Decisions 120 152 5 1 Product Related Strategies 153 174 6 Pricing Decisions 175 189 7 Market Promotion Mix 190 198 7 1 Advertising 199 235 7 2 Personal Selling And Sales Force Management 236 262 7 3 Sales Promotion 263 268 7 4 Publicity And Public Relations 269 283 8 Physical Distribution And Channel Of Distribution 284 305 9 Marketing Information System And Marketing Research 306 341 10 Rural Marketing 342 357 11 Marketing Of Services 358 264 12 Elements Of Retailing 365 387 13 International Marketing 388 399 14 Marketing Control 400 413 15 Analysing Competition 414 430 16 Case Study Marketing Cases And Analysis 431 448 17 Project Report In Marketing Practical Study 449 469

Bibliography **Food Service Manual for Health Care Institutions** Ruby Parker Puckett,American Society for Healthcare Food Service Administrators,2004-11-08 Food Service Manual for Health Care Institutions offers a comprehensive review of the management and operation of health care food service departments This third edition of the book which has become the standard in the field of institutional and health care food service includes the most current data on the successful management of daily operations and includes information on a wide variety of topics such as leadership quality control human resource management communications and financial control and management This new edition also contains information on the practical operation of the food service department that has been greatly expanded and updated to help institutions better meet the needs of the customer and comply with the regulatory agencies standards

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