MKT 4360 Services Marketing (3 semester credit hours) Services (e.g. healthcare, financial, retailing, travel and entertainment, and public sectors) represent about 70% of the US economy. Students will obtain a good grounding regarding the elements of marketing that are important in a service industry. Major topics covered include service design, managing capacity and yield, managing customer relationships and satisfaction, and managing service personnel and operations. Prerequisites: MKT 3300 and MKT 3330. (3-0) Y