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Learning

Objectives ?

Define

?marketing? in

official and

?real world?

terms ? List at

least five viable

market segments ?

Differentiate by

example between

services and'

' **Services**

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Services

**Marketing 4 e by
Zeithaml and**

**Bitner provides a
comprehensive**

review and

analysis of

services

marketing issues

practice and

strategy

Utilizing the

GAPS Model of

Service Quality

as an organizing

framework the

structure of the

text offers part

openers that

sequentially

build the model
gap by gap'
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customer focus
across the
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The only services
marketing
textbook based on
the Gaps Model of
Service Quality
framework
described'

'Introduction to
Services
Marketing

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Services

Marketing What is
services

marketing A

service is the
action of doing
something for
someone or

something It is
largely

intangible i e
not material You
cannot touch it'

'Philip Kotler
Wikipedia

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He is the author
of over 60

marketing books
services and

experiences and
commented on in

the nine volume
Legends in

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strategy focuses
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processes
experiences and
intangibles ?
rather than
physical goods
and discrete
transactions ? to
customer*

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