

# SMGT 415

## Service Marketing Management

**Units: 1.5, Hours: 3-0**

Focuses on what it takes to successfully design and deliver a superior experience to customers. Among the topics covered are: service design, integrated marketing communication, customer loyalty and relationship management; managing customer participation, service pricing and understanding consumer decision making.

**Note:** Credit will be granted for only one of [415](#), HSM [415](#).

**Formerly:** HSM 415

**Prerequisites:** Third-year Commerce core or permission of the Program Director.

**Corequisites:** [416](#), [417](#).

Undergraduate course in [Service](#)

# SMGT 416

## Service Operations and Quality Management

**Units: 1.5, Hours: 3-0**

Explores the key challenge in managing specific service processes and also considers quality management frameworks and principles. Topics to be examined are: defining and measuring service quality, quality economics and customer worth, designing and planning for service quality, QFD and the House of Quality, service capacity planning and waiting line management, service control and service quality improvement.

**Note:** Credit will be granted for only one of [416](#), HSM [416](#).

**Formerly:** HSM 416

**Prerequisites:** Third-year Commerce core or permission of the Program Director.

**Corequisites:** [415](#), [417](#).

Undergraduate course in [Service Management](#) offered by [Peter B. Gustavson School of Business](#).

# SMGT 417

## Service Human Resource Management

**Units: 1.5, Hours: 3-0**

In services companies, the interaction between the customer and the employee is both an opportunity and a challenge for management. An examination of the unique aspects of building an excellent human resource management system in hospitality and services. Topics include: the role of the servant leader, creating a service culture, attracting, developing and retaining high performers, reward systems in service organizations and designing systems to support service delivery.

**Note:** Credit will be granted for only one of [417](#), HSM [417](#).

**Formerly:** HSM 417

**Prerequisites:** Third-year Commerce core or permission of the Program Director.

**Corequisites:** [415](#), [416](#).

Undergraduate course in [Service Management](#) offered by [Peter B. Gustavson School of Business](#).