

UFS FORM 5: SHORT LEARNING PROGRAMME

SECTION A: CATALOGUE

CODE: HEQC/H06/EMS/SPMPS

TITLE: Marketing of Professional Services

QUALIFICATION: Non-credit bearing

NQF LEVEL: 5

CREDITS: **NOTIONAL LEARNING HOURS:**

FORMAL CONTACT TIME: 7 hours formal contact time (spread over one days)

LEARNING ASSUMED TO BE IN PLACE:

No formal tertiary qualifications are required, but it is assumed that participants will have matric with an ability to communicate effectively, that is, use their verbal and non-verbal skills appropriately. The assumption derives from the fact that our target audience is all professional service practitioners.

LEARNING OUTCOMES:

Participants will leave the course with the ability to

- Understand the unique challenges involved in marketing and managing services with specific focus on professional services
- Identify and analyze the various components of the “services marketing mix” (three additional P’s) as well as key issues required in managing service quality
- Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery
- Appreciate other key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and **relationship management**
- Understand and apply principles of Networking

BRIEF DESCRIPTION OF CONTENT:

- Services Marketing
- What is different about marketing professional services?
- Focus on the customer
- Aligning strategy, Service design and Standards
- Relationship marketing
- Networking
- The Big Picture: Closing all the gaps

CRITICAL OUTCOMES SUPPORTED BY SHORT LEARNING PROGRAMME:

- The ability to solve complex problems using critical and creative thinking
- The ability to critically evaluate information
- The ability to communicate effectively with customers

METHODS OF ASSESSMENT:

Participants will be required to submit a Marketing Plan for their specific scenario within 6 weeks of having attended the course.

ASSESSMENT CRITERIA:

These criteria will be based on participant's ability to integrate and comprehend the various aspects within the field of marketing of professional services.

ORGANISING FIELD: 3

(1 = Agriculture and Nature Conservation)
(2 = Culture and Arts)
(3 = Business, Commerce and Management Studies)
(4 = Communication Studies and Language)
(5 = Education, Training and Development)
(6 = Manufacturing, Engineering and Technology)

(7 = Human and Social Studies)
(8 = Law, Military Science and Security)
(9 = Health Sciences and Social Services)
(10 = Physical, Mathematical, Computer and Life Sciences)
(11 = Services)
(12 = Physical Planning and Construction)

APPROVAL DATE: 22 April 2004

REVIEW DATE: 2008

DEPARTMENTAL OR PROGRAMME "HOME":

Centre for Business Dynamics, School of Management, Faculty Economic and Management Sciences (Centre is self-sustained)

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