

The University of Toledo

Center for Continuous Improvement

MARKETING ESSENTIALS FOR SERVICE PROFESSIONALS (PART I AND PART II)

Program Overview

Part I of this program provides non-marketing professionals with a general foundation in marketing strategy and practical knowledge of marketing principles, tools and concepts. A multi-dimensional view of marketing is used to capture an executive, employee and customer perspectives on creating and delivering customer value. By leveraging intellectual contributions from marketing thought and findings from industry best practices, the module offers managers a relevant context in which to understand the role of marketing in contemporary times and to improve the quality of individual contributions to marketing and business decisions.

Program Objectives – Part I

During this seminar participants will:

1. Describe an organizing framework to help manage marketing planning activities and explain how to apply critical marketing concepts and tools to achieve organizational goals
2. Examine the role and importance of customer behavior and the customer decision making process in achieving marketing success
3. Explore the nature of marketing relationships and customer relationship building in a global and digital economy
4. Identify the variety of marketing metrics used in contemporary marketing, address major measurement issues and discuss the importance of return on marketing investments

Part II of this program builds on the fundamentals of marketing established in Marketing Essentials Part 1. Non-marketing managers gain a deeper understanding of critical concepts, tools and applied marketing techniques proven to be useful in creating and delivering value when selling a market offering whose primary attributes are intangible rather than tangible. This important distinction between goods and services has significant implications for marketing strategy and customer relationship management. The content of this module therefore expands on general marketing practices and introduces new topics determined to be most relevant to service organizations. Special emphasis is given to organizations that offer professional services such as engineering, research and development, architectural planning and design, physician services, accounting, financial planning or legal firms.

Program Objectives – Part II

During this seminar participants will:

1. Establish the fundamental differences and requirements in the marketing of tangible goods and professional services
2. Describe the role of service employees in the successful marketing and branding of professional services
3. Review universal principles regarding service quality and customer expectations and evaluations of professional services
4. Examine the roles and responsibilities of service customers in the value creation process
5. Specify a practical framework for use in building and sustaining long-term service relationships

Program Topics

Part I

- Marketing strategy primer
- The essential tools of marketing
- Value creation
- Understanding customers
- Customer satisfaction and loyalty
- Customer intelligence
- Brand equity
- Customer relationships
- Relational selling
- Marketing performance and evaluation

Part II

- The nature of professional services
- Service quality
- Customer experience management
- Internal marketing and internal service quality
- Service profit chain
- Customer co-production
- Managing service relationships
- Customer and service brand equity

About the Instructor

Dr. Sylvia Long-Tolbert is a marketing educator and research professional. She teaches college courses and management workshops on internet marketing and social media, marketing strategy, internal service quality, services marketing, relationship marketing and consumer behavior. Dr. Long-Tolbert is also a consultant and principal of Know More Marketing® through which she provides consultative services to corporate clients and small business on customer intelligence, strategic marketing and planning and integrated marketing programs. She held management positions in the secondary mortgage, health insurance, electric utility and national retail sectors. Dr. Long-Tolbert earned a PhD and MABA from The Ohio State University (marketing and social psychology), an MBA from George Washington University (marketing), and a BBA from Howard University (marketing).