



## CERTIFICATE IN SERVICES MARKETING

When you're marketing your services, success depends on knowing what target customers want and aligning it with the value your company delivers.

This requires an integrated strategy that includes market analysis and demand management, marketing strategy, brand management, and marketing communications.

By adopting this customer-centric approach to marketing, you'll be better prepared to deliver memorable experiences, exceed customer expectations, gain competitive advantage, and ultimately position your company for success.

This six-course online Services Marketing Certificate equips you to create a winning marketing strategy.

### Certificate Courses

This certificate requires approximately 36 hours of study time and is earned upon completion of the six courses below. Course descriptions can be found on the reverse.

- Services Marketing, Planning and Management
- Evaluating Business and Customer Factors Affecting Marketing Decisions for Services
- Building a Resilient Services Marketing Information System
- Developing a Service Strategy and Managing the Brand
- Managing Service Demand through Pricing and Distribution Strategies
- Developing an Integrated Marketing Communications Strategy for Services

### About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

### Pricing & Registration

The six-course certificate price is US\$3600. Register online at:

**[sha.cornell.edu/online/marketing](https://sha.cornell.edu/online/marketing)**

# CERTIFICATE IN SERVICES MARKETING

## **Services Marketing, Planning and Management**

This course is designed to teach you the role and scope of marketing in an organization. You investigate many of the core conditions and concepts around which successful marketing and product placement are centered. You find out which factors provide value for customers and learn the essential principles of marketing that characterize the present era of market orientation. You explore and apply these principles through the examination of several case studies.

## **Evaluating Business and Customer Factors Affecting Marketing Decisions for Services**

In order for services marketing to work, you need to have a clear picture of the business environment and understand how your target customers behave. In this course, you will explore the role that micro and macro forces play when conducting a situation analysis and you'll take a deep dive into what drives consumer behavior.

## **Building a Resilient Services Marketing Information System**

Your services marketing efforts rely on accurate and relevant information. Without it, every decision you make will suffer from bad input.

In this course, you will learn when to use internal or external market data and when to conduct your own primary research. You'll discover how the STP process translates your analysis and research findings into a positioning strategy that appeals to the right target market at the right time and at the right price.

## **Developing a Service Strategy and Managing the Brand**

Feeling ready to execute your marketing goals? Looking to increase market share, retain more customers or generally broaden consumer awareness. In this course, you will explore how to turn marketing goals into action by developing a marketing strategy and creating an enduring brand promise.

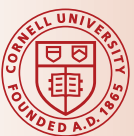
## **Managing Service Demand through Pricing and Distribution Strategies**

Naturally, you want your marketing efforts to generate demand, but while increased demand drives business and success, it does come with specific sets of challenges. In this course, you will learn how to mitigate these challenges and explore how pricing and distribution strategies can directly affect demand for your service.

## **Developing an Integrated a Marketing Communications Strategy for Services**

A marketing strategy lives or dies in communication with the customer. What you say, how you say it, how often you say it, the media channels you use to distribute your message, how you respond to complaints—all of this affects customers' experiences with your brand. In this course, you will explore a process-based approach to designing creative communications using a variety of methods and media.

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SC Johnson College of Business