

Past Student Comments (and Tips)

Fall 2006

It may be a lot of reading but it is very much worth it. What you learn here can be applied in the job you have now or the job you end up in after graduation. service marketing is a great course.

~ Megan Pendleton

MKT 405 with Dr. Gremler will pay off in the end no matter which major you are in. Every aspect of class related to an individuals everyday life and will make you more knowledgeable in the future. Read, stay on top of your work, and go to class to enjoy Dr. Gremler's experiences that he shares with you. He is very inspiring.

~ Jenny Melnyk

Write out all of the answers to the review questions before each class. it will make it much easier when you go to study for your exams.

~ Taryn Evans

If you come to class prepared and are attentive in each and every class there is no reason you cannot earn a grade of an A or a B in the course. Preparation is the most important factor for this class in general.

~ Jason Klein

I learned more in this class than many other classes I've taken in the past. There may be an abundant amount of readings, but you'll realize at the end that it was worth it... It is just like any other course in college, if you are not prepared you will not succeed, but if you are prepared then you shall receive a grade based on what is fair.

~ Betsy Kovar

Do not be discouraged with your grade in this class after the first or even second exam, it is very possible to receive a high grade with the papers and projects due at the end of the semester.

~ Nathan Boone

Prepare to work harder than you have ever worked in any other undergraduate class you have taken. With this being said, prepare to also learn more in this class than you have ever learned in any other undergraduate course you have taken.

~ Brandon Bohland

Read, read, read..... I know this is tough, but it is the best tool to do well in class.

~ Reggie Donald

Class requires a lot of work and students really have to do their part and then some to see positive results. It is a very interesting class and most people will find that they relate to the material taught very nicely. In order to succeed, read all assignments when they are first passed out, ask as many questions as possible and come to class.

~ Nicole Orban

The course information that Dr. Gremler gives you on assignments, exams, etc. is very information and detailed. Make sure to read all details because all of the information is important.

~ Adam Toole

I would come to class having read the material everyday. It may seem like a lot of reading, but it will help in the long run with quiz grades and tests.

~ Jeff Arps

The class is a great learning tool about services marketing and a class that was not boring. An enjoyable class that I would recommend.

~ Brittany Anderson

One of the most passionate and knowledgeable teachers I have had in all four years. However you will need to read regularly, study harder than normal and put more effort into this class than an average class, in order to succeed.

~ Jordan Lothes

Don't try to B.S. on anything in the class. Not on the tests, not on the papers, it won't get you anywhere. Just give the relevant information and you'll be fine.

~ Dan Fiske

I know that reading the chapters ahead of time can be extremely time consuming, but do it! Reading the chapters, Blackboard supplements, and doing the discussion questions for each will help you receive at least a B in the class.

~ Nicole Nader

It is a good class to take if you feel like being challenged.

~ Megan McMillen

This course has been a very important part of my Marketing experience at BGSU. It is important because it uses a lot of real world situations...[and] because most students will work in services in some capacity during their professional careers.

~ Mark Armstrong

This class was a lot of hard work, but I have never learned so much in one class and I have never had such a great instructor. This class is worth the effort.

~ Rachel Brizzi

Make sure that you always do the discussion questions. They help you out so much on the exams!

~ Melissa Katuscak

Do not take this course unless you really want to learn. If you think, you can blow off this course you will be sadly mistaken.

~ Anonymous

This marketing class is one you will be excited to come to. Dr. Gremler is an enthusiastic instructor who can relate well to his students.

~ Kara Rossiter

This class was actually one of the only classes I learned something useful from!!

~ Kali Wulff

This course is one of the best marketing courses I have taken. You learn a lot. There is a lot of work but everything you do is very beneficial and you will learn from every assignment.

~ Kelsey Curtis

This marketing course is beneficial to and helpful to any line of work - not just marketing. It can be applied to jobs ranging from sales to accounting and so on. Bottom line - take it, in the long run you'll be a better business person for it.

~ Melanie Radolec

Past Student Comments (and Tips)

Fall 2005

Come into the class willing to do a lot of work. By the last day of class you will be surprised how much you learned.

~ Seth Heitmeyer

This class requires the student to be an active part of the class and perform/prepare outside of the class. However, if you do the work you will have learned a lot about services marketing in the end.

~ Meghann Schlaff

Be prepared. Look over the material and listen to the lectures. You will learn a lot, and have fun doing it.

~ Andrew Kraemer

Dr. Gremler makes class lively with examples and visuals. Make sure to do the readings to better your grade. Class was very entertaining and I learned a lot. I highly recommend taking this class if you have the chance.

~ Tiffany Greer

After reading the chapters, be sure to do the Discussion Questions. They will not only be helpful for the quizzes but also for the exams!

~ Mallory Anderson

Read. Read. Read!! Read each chapter and prepare for class and you will receive the grade that you deserve!

~ Angela Clark

*My quote: "Fear can hold you prisoner, hope will set you free."
'Sawshank Redemption' - I used this because people are fearful because of the big syllabus but by the end you are hopeful because it really is a fun class and you will learn something.*

~ Zachary Campbell

Dr. Gremler provides you with very useful examples in class that helped me succeed on the exams - show up and participate in class and you'll be fine.

~ Derek Stapinski

Class is a lot of fun, but make sure to prepare for each class period.

~ Jim Pleva

A lot of work, free pizza, great music, and you will never get out of class early.

~ Aaron O'Neill

The class is hard work but not hard. Come to class, read, and study and you'll do well.

~ Martin Heller

Read, study hard and come to class, the three components to success in Gremler's class!

~ Holly Sipusic

Go to class and pay attention, examples used in class are helpful with assignments and exams.

~ Lindsay Green

Take the time to do review questions for the exams, it will pay off in the end.

~ Chas Shramek

This class was very enjoyable! Class lectures were very entertaining due to many video clips, examples, stories, etc. If you read the chapters as they are assigned concepts are easy to understand.

~ Bethany Speiser

You get out of it what you put into it.

~ Stephanie Finkel

With rising tuition, this may be the one class that is truly worth your money!

~ Hudson Malo

This class has helped me understand many different concepts associated with services marketing. This class has been one of the most effective classes that I've ever taken.

~ Courtney Bell

Why take MKT 405? Because it's a great class that a student in any major can use. And it's taught by Prof. Dwayne Gremler. Ya gotta love someone who's lived in Idaho.

~ Barrett Lewis

Professionalism, promptness, preparation, and participation are the key to this class, but if you are not persistent, you will not succeed.

~ Chris Magill

Pay attention and work hard in this course, and you'll be rewarded. 405 is unique and very beneficial for those of us entering the "real world."

~ Eric Browning

MKT 405 is a good course to take. The Class itself is engaging and interesting. It's not an easy Class, but it is well worth the challenge.

~ Aaron Zimmerman

All you need to do is read materials before class, and you will be fine.

~ Josh Fouts

Spring 2005

Dr. Gremler's class ended up being a great class to take. At the start, it seemed like the work would be too much, but as long as you read the chapter each week you should do great! Also, don't put off studying for the midterm!

~ Jonathan Rinkinen

In order to succeed in this class it is vital to always come to class because of the examples that are given. Combined with reviewing over discussion questions before class is more than half the battle in succeeding in this class.

~ Megan Tarquinio

Always be prepared for class and keep up with the work. It pays off in the end.

~ Anonymous

Reading the required articles before class is not only good for the quizzes, but also interesting.

~ Elizabeth Roberts

Keep up with the work. It's better to work ahead in this class so things aren't so overwhelming. Work with other people when filling out the answers to the exam review questions. Participate in class!!

~ Anonymous

This is a great course if you take advantage of all the resources and examples Dr. Gremler provides.

~ Morgan Poor

Read the syllabus the first day of class so you understand the requirements.

~ Anonymous

Be prepared for a lot work but also be prepared to learn a lot as well.

~ Shannon Long

Read, Read, Read. Read material before class and go to class.

~ Frank Lynch

Make sure to go through and answer all of the exam questions to better prepare yourself for the exams. I know it takes a long time but it is worth it.

~ Nikki Zigler

Read the chapters and print the notes. If you attend class in addition, you will get the grade you deserve.

~ Elizabeth San

A very interesting and involved class. A lot of work, but nothing too strenuous.

~ Anne Lonsway

A lot of work, but I learned a ton!!

~ Tara Gwin

In order to be successful in this class and get the most out of it, read chapters, do the assignments, and you will learn a lot that will help you in your future career.

~ Betsey Lyon

My words of wisdom to fellow future MKT 405 students are: this class is very helpful and I learned a ton! It is a fun and interesting class to attend - its far from boring. The instructor is very organized and helpful when you need extra help. Make sure you keep on your assignments and assigned readings and you'll do fine.

~ Staci Jo Kreager

This class is very beneficial if you come to class, pay attention, and do the work. I think a lot of the things I learned in MKT 405 will help me in the business world.

~ Julie Wolf

Start things (projects, assignments, etc.) early! Also, for exams make sure to begin the study questions early. They will really help you on exams. Lastly, make sure to read chapters in the book - you'll be a lot more prepared for discussion and quizzes!

~ Hilary Erlenbach

I strongly suggest keeping up with all discussion questions because not only does it help with your quiz scores but it helps you to prepare for the midterm. The midterm questions are similar to the discussion questions, but a bit more in depth.

~ Kim Gilchrist

There is no sliding through this course. However, what comes along with the heavy amount of work, is a source of valuable knowledge about the service world

~ Chris Able

Apply yourself!!! The lessons learned in this course will help you in any and every job you will ever have.

~Mike Jurkowitz

Go to class; not only will you learn a lot but you'll have fun too!

~Michelle Skinner

This class requires students to do more extra assignments than normal, however, it is worth it because you learn a lot of beneficial material in services marketing.

~ Lindsay Brockway

Even if you are not very interested in the class it still is a very interesting class. A good amount of information that can be applied to any major.

~ Aaron Hall

This class is fun and involves a lot of classroom interaction with fellow students.

~ Kathleen Walsh

This class is not hard if you keep up on the reading and assignments. There is no reason not to do well on exams, because Dr. Gremler gives the exam questions a week before the test.

~ Brad McLaughlin

Do the discussion questions after every chapter reading because it will pay off when it comes time to do quizzes and take the exam. It seems like busy work but it helps.

~ Tiffany Thompson

Attendance is a must! Reading the book helps, but Gremler puts it in a way so that you really understand the concepts. It is also important to stay involved with in class discussion

~ Michael Brunswick

This class was a great learning experience for me as Dr. Gremler is enthusiastic and extremely knowledgeable when it comes to services marketing.

~ Ryan Williams

This course was my favorite marketing course that I took at BGSU because of the discussion like setting and beneficial examples used to illustrate concepts in the class.

~ Matt Pingle

Fall 2004

"If students keep up or get ahead in this class it will benefit them tremendously in the long-run. Even though this class may be a requirement, if you engage yourself you can walk away more knowledgeable about marketing and being a consumer."

-Megan Walsh

"There is a lot of "busy work", and lots more take-home assignments than other classes. The work is not exceptionally difficult, so if you can suck it up and get everything finished on time and with good quality you will make out just fine."

-Tim Savona

"When possible, try to do the assignments early - then writing will be less about speed and more about reflecting on the material."

-Angela Corpus

"All of the assignments may seem overwhelming, but they are manageable. Plus, if you do well, they can really help your grade."

-Keri Mohrbach

"There is a lot of good information that can be taken from this class. Dr. Gremler is an enthusiastic instructor that takes marketing concepts very seriously, and he is fair in grading of assignments."

-Aaron Lucas

"When you form your groups, know that you will be with them for the rest of the semester and will work with them a lot. So make a good choice in who you team up with."

-Sarah Gemuenden

"Although there is no penalty for lack of attendance I would suggest coming every day. Hearing the lecture and numerous examples makes it easier to understand the concepts. Also there are many easy points though in-class assignments."

-Meghan Brennan

"The key to doing well in this class is get assignments done early. Do not wait until the last minute because the workload will pile up."

-Ronald Rideout

"I THINK THAT WHATEVER YOU PUT INTO CLASS, THAT IS WHAT YOU WILL GET OUT OF IT. THIS COURSE ISN'T THE HARDEST, BUT IT DOES REQUIRE EFFORT ON THE PART OF THE STUDENTS."

-Ken Westenkirchner

"The assignments, projects, and papers may seem like a lot of busy work, but they help your grade a lot, providing you do them. Dr. Gremler is fair in grading, so as long as you put time and effort into them, your grade will be high."

-Tiffany Hughes

"Make sure you keep up on the readings and do work ahead of time. If you do this you will do well!"

-Lindsay Wiener

"At times it may feel as though the class consists of buckets of 'busy work'. But, in actuality, all class assignments were valuable tools in learning and fully appreciating all class concepts."

-Angela Dudek

"This class enables a student to utilize what they have learned in a real-life setting. As a hospitality student that has worked in the industry for 10 years, this course has solidified and reinforced many aspects of my experience. The book is also gratifying and a good read. Work hard, not just for this class, but to put this knowledge to work for you in your career."

-Joseph DiTommasa

"At first it seems very overwhelming. All the extra reading made me want to pull my hair out. But once you adapt to Dr. Gremler's teaching style, the class became very enjoyable. I learned a great deal. Just do your part as the "customer" by reading the material and the class will be a breeze."

-Jesse Wall

"Do the reading before class and you are sure to pass."

-Derek Carnicom

"Prepare, prepare, prepare!"

-Sara Dotson

"If you come to class, pay attention and stay ahead of assignments you'll do fine. Professor Gremler is a great teacher."

-Krista Hamby

"This class is challenging but I have learned more than any other class I have taken at BGSU. If you keep up on assignments and readings there is no reason you won't do well!"

-Amber Bradford

"You'll get through it, it's a lot of work but you learn a lot. If you do your homework, read assignments, and take good notes you will do very well in this class."

-Kellie Paradowski

"I would recommend not taking this class if you plan on taking any other class. Be prepared to spend countless hours doing mind-numbing busy work."

Spring 2004

"Be sure to read the articles that are assigned. Be very detailed in papers and tests. It will all pay off in the end."

~Cathleen Bernhard

"Dr. Gremler wants the student to be successful in this course. He provides for the opportunity to receive a decent grade. If you attend class, participate, and do every assignment then you guarantee a great grade."

~Candice Conley

"Make sure to be complete in all responses to questions. Do not wait until the last second to do assignments."

~Alexander Demma

"Although book knowledge is important, your real-life experiences and how you apply them to the class are what makes it fun."

~Richard Dible

"Collaborate and give examples for your ideas. He is very approachable."

~Able Fok

"If you're lazy and don't like what is considered 'busy work' by many students - get out while you still can. If you stay however, I guarantee you will have learned a lot!"

~Kelli Hart

"This course gives you the confidence and knowledge to understand and participate in the service experience."

~Chris Heiny

"Attend class always - and start projects EARLY!"

~Lindsay Kreuz

"Always write as much as possible. If you think you have written to much, you're wrong and it probably needs more detail. Read the text and articles well, because a quiz will be coming very soon."

~Kevin Klewer

"Concentrate on quality, in-depth writing to adequately demonstrate your knowledge of the subject matter and personal experiences."

~Nick Lewis

"I would recommend taking Dr. Gremler's services marketing class to anyone at this school. Not only did I learn a great deal, but I got to experience a teacher that cares a great deal about his subject and students and is very fair."

~Ryan Lucas

"Do assignments early, you'll be glad you did at the end of the semester. Go to class, it's not THAT bad!!!"

~Jon Schellhorn

"Come to class prepared, and be willing to work hard throughout the semester. Don't be afraid to speak your mind in class, especially when you have an example for the lecture."

~Anonymous

"To do well on the exams, answer all the questions before going into the exam. This will allow you to answer the questions quicker, and to do a lot better."

~Anonymous

"Do the assigned work on time and come to CLASS! You never know when you will have a quiz!"

~Josh Derman

"Attend class regularly, read the text, read the articles and one should do just fine in the course."

~Megan Faykosh

"Attend class prepared otherwise there is no point in showing up. Try to act as a good customer through being prepared, listening, and giving feedback."

~Roger Leonard

"At first the amount of work seems overwhelming, but this really was one of the best classes I have taken at BGSU. All the projects aid in your understanding of the course topics."

~Katie Majewski

"Try to get all of the projects done early so you do not get backed up at the end of the semester."

~Tom McAfee

"You will learn throughout this class what a good customer is. If you're a good customer you will succeed in this class. Attend class, participate, prepare, read, explain your answers thoroughly and you will do just fine!"

~Beth Rieman

"If you listen to what Dr. Gremler expects of a student and follow through in doing so, you will be fine in his class."

~Alicia Ward

"Make sure to follow assignment guidelines, give details, and attend class. If you keep up your end of the agreement, you will be successful in this class."

~Jen Windau

"Show up for class prepared, and participate and you will do fine."

~Mindy Malone

Fall 2003

**“Explain, Explain, Explain ...
you can never write too much.
Prepare for each class!”**

~Lyndsay Beamer

“This class is very interesting. I have learned so much. It is challenging, but Dr. Gremler is an excellent teacher!! One of the best I have ever had!”

~Erin Edmunds

“Being put in a group where I didn't know anyone has turned out great...we now meet at the bar Thursday nights!”

~Greta Garvin

“It's a lot of work, but you'll learn a lot.”

~Beth Honza

“The course structure and all assignments made the class very beneficial and the class I understood and learned the most than in any other class.”

~Anonymous

“This is an interesting and fun class. Make sure you keep up with the readings and go to class and you should do good in the class.”

~Elizabeth Marquet

“This class is very interesting and fun to attend. However, there are a lot of assignments to do. If you keep up it is worth it in the end.”

~Allison Carr

“This is one of the most challenging classes I've taken in my 4 years at BGSU, however in the end, I've probably learned the most from it.”

~Erin Poling

“I've learned more real-life applications in this class than I ever have before. It now seems like marketing is everywhere!”

~Janelle Schulze

“In order to be successful in MKT 405 complete all the readings and prepare answers for the discussion questions. If you do this you will be successful!”

~Angie Maidment

“Services Marketing provides a lot of great information, but the class is also a lot of work. You have to put forth a lot of effort to get a good grade, but it's worth it.”

~Kati Thompson

“Whatever you do, do not hand in anything late. Save it twice on two different disks and print it out, because even 1 day late is a big penalty.”

~Dustin Cullen

“Essay exams are GREAT!”

~Rob Cruise

“Get your mini-projects done ahead of the deadline.”

~Matt Lander

“On all written assignments for this course, elaborate and explain everything in great detail.”

~Meredith Hazel

“Go to class, take notes, and you will be fine.”

~Anonymous

Spring 2003

"I had to come a long way from France to have a class where the teacher plays an *Earth, Wind, and Fire* CD."

~Benjamin Louguet

"Two-hour essay tests, who would not love that?"

~Brant Fairchild

"Preparedness is the key to get a good grade in this class. Make sure you read everything! Doing so aids in the mastery of course content and is a great help when it comes to assignments and exams."

~Kristin Trowbridge

"If you go over all the potential test questions and actually write them out, then you should do well on each test."

~Robyn Vertal

"This class requires your time and effort. As long as you take this class seriously, you'll do well. And you'll LEARN."

~Kristy Pyles

"It only takes a lot of reading and effort, and you'll get a good grade GUARANTEED!"

~Chelsea Heckathorn

"AT FIRST THE CLASS MAY SEEM OVERWHELMING WITH ALL OF THE ASSIGNMENTS, BUT IT IS THE BEST CLASS I HAD AT BGSU, IN WHICH I LEARNED A GREAT AMOUNT OF HELPFUL INFORMATION."

~Jonelle Dittrich

"Come to class, pay attention, and have FUN!"

~Anonymous

"Don't ever think you've done or have written enough. If you think you have you're probably wrong. Good class though."

~Anonymous

"Dr. Gremler plays a wide variety of tunes before class, I've been cultured."

~Anonymous

"The Service Marketing course with Dr. Gremler has been one of the fun and influential classes that I have taken here at BGSU. As long as you put forth the effort you will get a great deal out of this course."

~Jared Lowery

"In this class you will learn the many different aspects of services marketing and how marketing to services is different than marketing products."

~Scott Appelfeller

"I really appreciate learning about this aspect of Marketing, it was one I never really thought about until I took the class which I enjoyed a lot. Dr. Gremler uses a lot of examples that make learning applicable and fun."

~Danielle Hicks

"Explain, Explain, Explain. And then explain some more! Having a strong knowledge of the material provides the foundation for these explanations."

~Andrea Freeman

"This course is harder than it initially seems. But if you put forth the effort, you'll walk away with a lot more than you put into it."

~Jeffrey Rodriguez

"This class will keep you on your toes, but is one of the best classes to get you ready for the real world with respect to responsibility, just don't take it at 9:30 in the morning."

~Jeanne Boester

"I FEEL THAT YOU BENEFIT THE MOST FROM THIS CLASS WHEN YOU START TO APPLY WHAT YOU LEARN IN YOUR REAL LIFE SERVICE ENCOUNTERS."

~Christine Adamson

"It's a tough, but fair class in which you learn anything you want to know about Services Marketing."

~Scott Jeppe

"This class is by far the most interesting marketing class I've ever taken. You don't just learn about services, but you become cognizant of all of the services you are provided every day. It's a real eye-opener."

~Kelley Yoder

"Go to every class, and read."

~Melynda Eldridge

"This course is very challenging, but I have learned many useful things that I will use in the future."

~Anonymous

Fall 2002

"Being prepared for class by reading the book and articles will help you become successful in the course as well as help you participate in class discussions."

-L.B.

"Finally a class that is useful in the real world."

-Jessica Neville

"Make sure you read the book and the articles. It's a pain while you're doing it but it will be worth it in the end. This is great class but takes time and effort."

-A.S.

"Explain, explain, explain, and write until you think your brain is going to explode!!"

-Kevin Gregory

"Go to class every time and do all assignments and there is no reason that anyone would not do well in this class."

-Mark Havericak

"Dr. Gremler is very enthusiastic about service marketing. If you come to class and prepare outside of class, you will do fine. He makes class enjoyable for everyone to attend."

-C.A.

"You might learn something that you can actually use when you leave BGSU."

-Mike Deignan

"Services Marketing is a great class, but you have to be prepared to do a lot of work and dedicate time towards it. You will come out realizing that you learned a lot and had fun doing it."

-C.B.

"Work hard and it will pay off."

-Unidentified Student

"This class was by far the best marketing class I have taken here at BGSU. The course is very interesting and has taught me skills that I will apply when I am out of school. I liked how there were several assignments that went along with the course, not just exams."

-Shannon Cortesi

Spring 2002

"This is a fun class; be sure to participate and come to class prepared and you'll enjoy it."

-David Barac

"The work may seem overwhelming at first, but it was one of the easiest classes of my college career."

-Gretchen Bayer

"As an International student, I would encourage future students to take this class because the instructor has a really funny approach and will not waste your time. Full of surprises!"

-Anne-Justine Clemaron

"The Professor seems to care as much or more than any of the students in the classroom."

-Brent Noward

"Make sure to read the chapters; it will pay off at test time."

-Matt Vandenberg

"If you come to every class prepared, it will make the learning process much easier and more enjoyable."

-Aaron Pingle

"I can honestly say that this was the best marketing class I have taken at BGSU. It's definitely not easy, but it's interesting. Go to class, come prepared, and participate, and you'll be fine."

-Meredith Davis

"Dr. Gremler made MKT 405 a fun and enjoyable learning experience. All of the class projects and assignments helped me to really learn the material well."

-Stephanie Lanese

"Do the required work and reading, and there is no reason not to do well in this class."

-Megan Smith

"Honestly, the most well prepared and presented class I have had at BGSU!"

-Dan Novotny

"Don't expect to breeze through this class, but Dr. Gremler is fair and you might even learn something."

-Sarah Germon

"In order to do well on the exams, you must prepare in advance. That is, you should answer every question on the study guide and be ready to answer any one of them [on the exam]."

-Sarah Frankowski

"Services marketing and Dr. Gremler: that's what living is for me."

-Thomas Holy (a student who desperately needs to get a life!)

Fall 2001

“Marketing made interesting.”

~Len Matela

“To make it in this class, one must read course materials and study the exam questions. If this is done you’ll do fine.”

~Zerian Peterson

“Marketing 405 is not a spectator sport.”

~Tara Mulligan

“You get out of this class what you put into it. With hard work and consistency you can do well.”

~Katherine Pultz

“If you put forth the effort, there is no reason to do poorly in the class.”

~Kristen Cleveland

“MKT 405? The class you don’t want to be late to!”

~Nicholas Piegay

“Participate. It makes this class much more enjoyable.”

~Abby Miller

“Lots of real-world application of course concepts. The class gives you a whole new frame of reference for marketing, because product marketing concepts don’t apply to service businesses.”

~Christine Bailey

“VERY CREATIVE TEACHER. A COURSE IN CONTACT WITH REALITY (MANY PRACTICAL EXAMPLES). EVERY CLASS IS DIFFERENT (GUEST SPEAKERS, CASES, GROUP WORK).”

~Marie Campredon

“Once you take services marketing, you will look differently at the services in your everyday life.”

~Katy Metz

“Most organized and easy to study notes I’ve ever had.”

~Anonymous

“An in-depth course to challenge the way you think about services.”

~Lisa Marcon

“THIS CLASS REALLY MAKES YOU ANALYZE YOUR SERVICE EXPERIENCES EXTENSIVELY.”

~Vicki Ridenbaugh

“The topics discussed in this class are extremely valuable to anyone wishing to pursue a career in a service industry.”

~Tony Malik
