


Chapter 12

Managing the Organization's Offerings

Chapter 12 – Part II
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Services Marketing

- A large amount of nonprofit organizations are in the business of providing services. (p.317)
 - Service defined – “A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product” (p.317)

Services Marketing (Cont.)

- Services tend to have five important characteristics.
 - Intangible
 - Inseparable from its producer
 - Variable in its characteristics
 - Perishable
 - Dependent on the involvement of the customer and its production.

(p.317)