

MKTG 370: Services Marketing

Study marketing strategies practiced by both profit and non-profit organizations in the burgeoning service sector. Apply concepts of a service offering, service blueprint, strategies for service organizations, measurement of service quality, and the role and management of contact personnel to real-world situations, especially in developed economies.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS