

Course Description – Curriculum 2013

Subject: MK332 Services Marketing

Credits: 3

Prerequisite: MK201

Description: A study of the importance of marketing in the service industry. This course covers the impact of service on local and global economic development, the differences between “goods” and “services” that lead to the unique characteristics and problems of service businesses, consumer behavior in service businesses, evaluation and development of tools for improving service quality, service marketing plans, marketing mix planning, and competitive strategies for service marketing.