

COURSE DETAIL

SERVICE MARKETING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

165

UCEAP Course Suffix**UCEAP Official Title**

SERVICE MARKETING

UCEAP Transcript Title

SERVICE MARKETING

UCEAP Quarter Units

3.50

UCEAP Semester Units

2.30

Course Description

The course examines the key concepts and theories of service marketing. It uses case studies to explore current trends in marketing, including China's immature market as well as its emerging service industry.

Language(s) of Instruction

English

Host Institution Course Number

MANA130062

Host Institution Course Title

SERVICE MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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