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,BA30022

Host Institution Course Title
SERVICE MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

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