COURSE DETAIL

SERVICES MARKETING
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 138
UCEAP Course Suffix
UCEAP Official Title SERVICES MARKETING
UCEAP Transcript Title SERVICES MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
The course focuses on challenges of managing service brands and delivering quality service to customers across industry sectors. Theattraction, retention, and building of strong customer relationships through quality service (and services) are all at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on services for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

Language(s) of Instruction
English

Host Institution Course Number
MKTG3525

Host Institution Course Title
SERVICES MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed

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