

# 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. The attraction, 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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