

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

[Print](#)