# COURSE DETAIL

| PRODUCT AND SERVICE MANAGEMENT |
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| **Country**<br>Thailand |
| **Host Institution**<br>Thammasat University |
| **Program(s)**<br>Thammasat University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>145 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>PRODUCT AND SERVICE MANAGEMENT |
| **UCEAP Transcript Title**<br>PRODUCT&SERVICE MGT |
| **UCEAP Quarter Units**<br>5.00 |
| **UCEAP Semester Units**<br>3.30 |

**Course Description**

This course studies the management and planning of customer-centric product and service strategy. It covers the definition, importance, and unique differences between products and services, as well as internal and external factors affecting management, market positioning, and product and service decision strategies, such as customer experience-enhanced service marketing mix (7P's), product mix, product line, product portfolio, and product and service life cycle management. The course also covers new product and service design and essential tools to create a positive customer experience and long-term organizational value, which are the Business Model Canvas, Service Blueprint, Innovative Product Development, and tools for monitoring, evaluating, and improving service quality, such as SERVQUAL and E-SERVQUAL models.

**Language(s) of Instruction**
English

**Host Institution Course Number**
MK 314

**Host Institution Course Title**
PRODUCT AND SERVICE MANAGEMENT

**Host Institution Course Details**

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Business Administration

**Course Last Reviewed**
2023-2024

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