

COURSE DETAIL

PRODUCT AND SERVICE MANAGEMENT

Country

Thailand

Host Institution

Thammasat University

Program(s)

Thammasat University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

145

UCEAP Course Suffix**UCEAP Official Title**

PRODUCT AND SERVICE MANAGEMENT

UCEAP Transcript Title

PRODUCT&SERVICE MGT

UCEAP Quarter Units

5.00

UCEAP Semester Units

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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