

# COURSE DETAIL

## SERVICES MARKETING

**Country**

United Kingdom - England

**Host Institution**

University of Sussex

**Program(s)**

University of Sussex

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

137

**UCEAP Course Suffix**

N

**UCEAP Official Title**

SERVICES MARKETING

**UCEAP Transcript Title**

SERVICES MARKETING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

The services sector accounts for three-quarters of GDP and employment in developed countries. This course explores the distinctive characteristics of services and explain how these impact on the marketing used by firms. Student examine the management of service processes, customer behavior in service settings, internal marketing and the role of employees, and the management of customer relationships. The importance of service quality, complaint handling, and service recovery are also explored.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

N1572

### **Host Institution Course Title**

SERVICES MARKETING

### **Host Institution Course Details**

<https://www.sussex.ac.uk/study/study-abroad-at-sussex/our-programs/semester-and...>

### **Host Institution Campus**

University of Sussex

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business

### **Course Last Reviewed**

2023-2024

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