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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