

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 Campus

University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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