

MKT 315 : Services Marketing

It is designed to help students understand the unique characteristics of services and the marketing decisions related to them. The main objective of this course is to provide an in-depth understanding of marketing services with cases featuring a wide array of industries and organizations. Students will also be introduced to a customer service-oriented mindset. A range of assessment tools is used to facilitate learning in this course.

Credits 3

Core Requirement

MCC

Prerequisite Courses

MKT 201