

Faculty of Commerce & Business Administration

Services Marketing

Information :

Course Code : MKT 301

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Associate Professor	SAHAR AHMED NAGATY ABDELHAMID	13

Description :

Service marketing is gaining enlarged attention from both academics and marketers, which requires more understanding and analysis for its roles in modern marketing practices. This course examines the important and growing role of services marketing in both consumer and organizational target markets. This course focuses on effective customer relationship management, key service delivery elements, and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses. The course content will include introduction to services marketing, understanding the customer, standardizing and aligning the delivery of services, the people who deliver and perform services, and the promotions and pricing strategies in services marketing.