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**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
Lecturer	Sahar Ahmed Nagaty AbdelHamed	2

**Books :**

Book	Author	Publisher
Essentials of Services Marketing	Jochen Wirtz	Pearson