

**Department:** School of Business

**Course Name** Service Marketing

**Hours per week** 3

**Number of Credits** 3

**Course Description** The purpose of the course is to provide the students with an overview of key strategic concepts and distinctive management issues in modern service(s) management and marketing. Participants will be introduced to and have the opportunity to work with tools and strategies that address these issues. This course also develops an understanding of the “state of the art” service management thinking and promotes a customer service-