

CMR2 643. MARKETING OF

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

This course is not offered this catalogue year.

Description

Review of the concepts, frameworks, and current trends in the marketing of services, including new creative products. Analysis of issues pertaining to the delivery of service excellence, effective communication, the highest quality, and loyalty. Focus is on service marketing in the private and public sectors.

- Not open to students who have taken CMR2 543.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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