

MRKT 355. SERVICES MARKETING.

Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

Description

Services are fleeting and involve direct contact between the supplier and the buyer. Inventories disappear every time an aircraft takes off or the night passes for an hotel. Yet services have become the largest sector in modern Western economy and their importance shows every sign of continuing to grow. This course focuses on the key differences between product and services marketing and the skills that are necessary for the services sector.

- Prerequisite: MGCR 352

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

[Launch Visual Schedule Builder](#)