

Faculty of Commerce & Business Administration

Services Marketing

Information :						
Course Code :	MKT 301	Level :		Undergraduate	Course Hours :	3.00- Hours
Department :	Department of Marketi	ing				
Instructor Infor	mation :					
Title		Name				Office hours
Associate Profes	ssor	SAHAR AHN	ИE	D NAGATY ABDELHA	AMID	13
Area Of Study :	<u>.</u>					
Description :						
understanding a growing role of effective custon to the successfu introduction to s	ting is gaining enlarged and analysis for its roles services marketing in be ner relationship manage ul implementation of a c services marketing, und deliver and perform ser	s in modern m oth consumer ement, key ser sustomer focus erstanding the	arl ar rvi s ir e c	keting practices. This of nd organizational targe ce delivery elements, a n service-based busine sustomer, standardizing	course examines the t markets. This cours and service recovery esses. The course co g and aligning the del	important and se focuses on strategies that lead ntent will include ivery of services,

Course Topic And Contents :

Торіс	No. of hours	Lecture	Tutorial / Practical

http://www.fue.edu.eg



Course Topic And Contents :

Торіс	No. of hours	Lecture	Tutorial / Practical

Course Notes :

Recommended books :

Periodicals :

Web Sites :