

# MBA 550 : Service Marketing

At the end of this course, students will be able to demonstrate how they use the relevant body of marketing knowledge to develop, implement, and evaluate the effectiveness of the design of marketing programs in the service sector, such as bank/financial intuitions, healthcare, education, tourism, consultancy/training, insurance and telecommunications.

## **Grad Scheme**

Letter

**Credits 3**

**Prerequisite Courses** MBA 512