

Course: Service Marketing

credits: 3

Course code	IFVP18SERSMA	Modes of delivery	Tutorial
Name	Service Marketing	Assessments	Service Marketing - Written, organised by STAD examinations
Study year	2019-2020		
ECTS credits	3		
Language	Dutch, with parts in English		
Coordinator	CONVERSIE		

Learning outcomes

Main learning outcome

The student understands the basics of marketing theory and its relevance to facility services

The student:

- understands the basics of marketing and its relationship with corporate strategy
- describes the marketing environment
- explains purchasing behaviour (B2C and B2B) and the ways that purchasing behaviour can be influenced
- describes the service marketing mix
- names and explains service concepts
- describes key aspects of marketing in an international environment

Content

No content available

Included in programme(s)

Facility Management, major International Facility Management
International Facility Management exchange programme

School(s)

School of Facility Management

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