

Course Code: MARKSRV

Course Title: Marketing Services

Course Description:

The student majoring in Marketing Management at this point will have been introduced to the concepts, tools, procedures and applications in marketing a service in firms operating here and abroad. He/she would have been exposed to various decision-making processes leading to the establishment of marketing objectives, strategies and programs to support that firm's long-term and short-term goals.

Today's graduate in Marketing Management should be well grounded to prepare him/her for a career in middle-management such as a brand manager, advertising manager, marketing services manager, sales manager, distribution manager, marketing communications manager, and so forth. Then he can assume a top-level corporate position or become an entrepreneur.

Department: Marketing and Advertising

Required text and materials

Zeithaml, Bitner, Gremler. Service Marketing: Integrating Customer Focus Across The Firm. 2009 5th ed. New York. McGraw Hill

Kotler, Philip; Ang, S.H.; Leong, S.M. and Tan, C.T. 2009. Marketing Management: An Asian Perspective. Prentice Hall, Inc. (Singapore)

Other References

Porter, Michael E. 1985. Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Go, Josiah. 2000. Marketing Mix Strategy, Design Plus Publishing, Q.C.

Onkvisit, Sak and Saw, John. 1993. International Marketing 2nd edition New York: MacMillan Publishing Co.

Russel, Beach and Buskirk. 2001. Selling: Principles and Practices. New York: McGraw-Hill.