

MKT 2230: Marketing of Services

Application of marketing principles to service organizations; differences between goods and services marketing and how these differences influence marketing strategy and the tactical design of the marketing mix variables.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

VSB 2020 or MKT 1137 or SBI 3006

Program: [Marketing](#)