



HÖGSKOLAN I GÄVLE

Services Marketing C 7,5 hp

Services Marketing C 7.5 cr

Version

Gäller fr.o.m.

Gäller till

2013-02-11

-

Kurskod

FEG344

Kurslitteratur

Wilson, A., Zeithaml, V.A., Bitner, M.J. Gremler, D.D (Red.) *Services Marketing : Integrated customer focus across the firm*. McGraw-Hill. sidor: 600

Scientific articles from Journal of Services Marketing and Service Industries Journal will be used for analysis and discussion, approx. 200 p.