



# 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

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### 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.