Mindluster Platform

About the course Service Marketing

Service marketing is the marketing and selling of intangible products (non-physical products). Services comprise all of those personal facilities which we require from time to time like; medical care, education, renting of living spaces and vehicles, hair cut, spas, musical concerts, dance classes, etc.

Marketing Category's Courses

Course Lesson(11)

Lesson 1 : **Service Marketing Lesson1**

Lesson 2 : **Lesson 2 Customer Behavior in Service Encounters**

Lesson 3 : **Service Marketing Lesson 3 Customer Satisfaction Part 1**

Lesson 4 : **Service Marketing Lesson 03 Customer Satisfaction Part 2**

Lesson 5 : **Service Marketing Lesson 04 Service Quality**

Lesson 6 : **Service Marketing Lesson 05 Service Product**

Lesson 7 : **Service Marketing Lesson 07 Managing experience**

Lesson 8 : **Service Marketing Lesson 09 Designing Managing Service Processes**

Lesson 9 : **Service Marketing Lesson 06 Setting price**

Lesson 10 : **Service Marketing Lesson 08 Managing Service People**

Lesson 11 : **Service Marketing Lesson 10 Service Environment**

Related courses

How To Start Social Media Marketin

Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training

for Business Contact
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