

COURSE LITERATURE

Service Marketing 7.5 credits M7009N

Tjänstemarknadsföring

Course literature admitted: Autumn 2022 Sp 2 - Present

**DECISION DATE
2022-08-22**

Wirtz, J. & Lovelock, C. (latest edition). Services Marketing: People, Technology, Strategy. World Scientific.
Literature will be added.

Examiner

Jeandri Robertson