



Course Description – Curriculum

Subject : 2605429 Brand Building for Service Marketing
BRAND SERVICE MKTG

Credits : 3(3-0-6)

Course Condition: Prerequisite: 2605311

Description : Environment of branding for service marketing; service gaps; consumer behavior in service industry; branding process for service marketing; planning for branding for service marketing; examples of successful branding for service marketing; key success factors of branding for service marketing.

