

# DIPLOMA | SERVICE MARKETING

By London City University

## Course Overview

In today's competitive world, the quality of services defines the success of a business. Service marketing course introduces professionals / students to up to date research and practice in service marketing. This course puts emphasis on discussion of the field's most recent service marketing perceptions, philosophies, and theories. The students learn new concepts through case analysis and outside projects. The objective of this module is offering a comprehensive appreciation and understanding of different challenges inbuilt in managing and offering good quality services.

## Course Outline

- ❖ Developing understanding worth of Service
- ❖ 7Ps of Service promotion
- ❖ Service delivery procedures
- ❖ Service eminence
- ❖ Service disappointment, recovery and client preservation
- ❖ Service message and physical proof
- ❖ Pricing troubles
- ❖ Employee issues in service advertising
- ❖ Service Feedback review

<b>Course duration</b>	<b>3 Months OR as per your requirement   Flexible and dependent on your time frame and need</b>
<b>Entry Requirements</b>	<b>A Success Oriented Personality</b>
<b>Certification</b>	<b>London City University</b> , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
<b>Mode of application</b>	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by <b>London City University</b>
<b>Course Assessment</b>	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.