**D Description of Services Marketing**

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| **Prerequisite No.** | **Hours** | **Course Name** | **No. of course** |
| **0405211** | **3** | **Services Marketing** | **0405251** |

**Course description :**

Marketing services are one of the most important new sub-fields in marketing science and it has been the subject of researchers' interest since the early 1980s. This, has led to the need to focus on these services separately to learn the essence and characteristics of service marketing and thus develop appropriate marketing service strategies in the context of international organizations' growing competition.