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services The fundamentals of services marketing are not radically different from those of goods marketing There are certain additions and adaptations to them in order for marketing people to manage marketing of services more realistically The whole practice of services marketing revolves around creating and retaining

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Concept based notes Service Marketing

services like medical services, beauty parlors, legal services, etc According to the marketing experts and management thinkers the concept of services is a wider one The term services are defined in a number of ways but not a single one is universally accepted The distinct characteristics of services are mentioned below

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Unit 1 MARKETING OF SERVICES - Pondicherry University

Unit 1 MARKETING OF SERVICES - Service is the action of doing something for someone or somethingIt is largely intangible (ie not material) A product is ...

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2. An Introduction to Services Marketing

An Introduction to Services Marketing Athens University of Economics and Business Paulina Papastathopoulou, PhD Lecturer in Marketing Department of Marketing and Communications 2 Defining services "Activities, benefits and satisfactions, which are offered for sale or are provided in connection with the sale of goods"