



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Service Management for real estate economists

Valid from 08/29/2022

Course Code: FEGB57

Course Title: Service Management for real estate economists

Credits: 12

Degree Level: Undergraduate level

Books

Wirtz, J. Chew, P. Lovelock, C. *Essentials of Services Marketing* (2 ed.). Upper Saddle River, New Jersey: Pearson

Till kursbok kommer vetenskapliga artiklar ingå som kurslitteratur

Approved by the Faculty Board of Arts and Social Sciences 02/13/2022