

Course Description – Curriculum 2018

Subject: MK314 Product & Service Management

Credits: 3

Prerequisite: MK311

Description: A central theme of the course is that studying theoretical foundations and practical application of product & service management. The course starts by understanding unique differences between product & service that require distinctive marketing strategies. Business's relevant environment (e.g., customer behavior, government policy, and advanced technology) is also examined to gain an in-depth understanding of opportunities and challenges for creating business model, developing product & service, establishing creative marketing strategies and activities, as well as sustaining product & service excellence. The course provides broad issues in product & service value creation in businesses. Also essential is the course to study key tools and elements (e.g., business canvas and service blueprint) for product & service quality improvement that leads to customer's satisfied experience, loyalty, and value. Topics focus on product & service theory, strategy, practical implementation, control, and ethics.