

Service Marketing I

Syllabus Number

CME-201

Elective

2 credit

KIM, Jinman

1. Course Description

The tourism Marketing I/II unit aims to provide the skills and knowledge to enable students to meet the latest challenges in the hospitality and tourism industry. It covers the underlying principles of marketing tourism services, as well as introducing the key aspects of quality and service management theory particularly as they are applied to marketing in a variety of hospitality, leisure and tourism business and contexts.