

Courses offered (open to all):

1. Certificate Course on Service Marketing Management

Objective: To provide insight into the concept of service marketing as different from traditional product marketing. This course will introduce the learners to the distinctive characteristics of service and how participants affect both customer's behavior and marketing strategy.

Course Outcome: The course will help learners to understand service marketing from various perspectives and will also be helpful if participants wish to establish a new service business or manage the existing business more efficiently and effectively.

Level 1- Service Marketing Fundamentals

Level 2 - Selling the Invisible

Level 3- Integrating People, Technology and Strategy

Fees Rs 500/- for each level

Course Duration: 30 hours

Mode of teaching: Both online & offline

Minimum Eligibility Criteria: Class XII pass and having knowledge in Management.