



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A’ Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

SUBJECT NAME & CODE : 23BAT324 – SERVICES MARKETING

YEAR/ SEMESTER : II MBA / IV SEMESTER

UNIT 1 : Introduction to Services Marketing



Introduction

- Service marketing is a way for businesses to promote their services to customers.
- It's a way to increase sales and brand awareness by focusing on the value of the service rather than the product itself.

