

Service Marketing



This course highlights the transformation in today's companies towards smart services. Its aim is to provide you with tools, strategies and business models for a transformation to service-orientation.

Service Marketing - 24th - 25th January 2019

- Service dominant logic of marketing and service design
- Service blueprint and service ecosystems
- Service processes and service operations management
- Rapid prototyping of digital services
- Product-service transformation in industry
- Smart services and service business models in Industry 4.0

Top speakers

- Prof. Dr. Sascha Götte, Lucerne University of Applied Sciences & Arts
- Dr. Jürg Meierhofer, Zurich University of Applied Sciences and Swiss Institute of Service Science

What our students said

- Very inspiring
- Insights into daily challenges
- I had the chance to get new tools

Course location:	iiimt - University of Fribourg
Course fee/ module:	CHF 1'400.--
Course language:	English
Registration:	www.iiimt.ch or iiimt@unifr.ch