

Service marketing

Moment: 1 - V17

Momentnamn: Service marketing

Kurs: Service Marketing, Marketing Ethics and Sustainability

Kurskod(er): 2FE202

Kursplan(er): [2FE202](#)

Hemsida: www.cambro.umu.se

Kartor: www.umu.se/om-universitetet/kartor

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Dag	Datum	Tid	Aktivitet	Sal	Lärare	Annat
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VECKA 03

Måndag	2017-01-16	13-15	Introduction	S305 Flex	GOB	Please do self-registration
Tisdag	2017-01-17	13-15	Lecture	S312	GOB	Zeithaml et al ch 1,2 & introduction to seminar
Torsdag	2017-01-19	10-12	Lecture	S104		Zeithaml et al ch 3,4
Fredag	2017-01-20	10-12	Lecture	S305 flex		Zeithaml et al ch 6, 7

VECKA 04

Måndag	2017-01-23	10-12	Lecture	S305 flex		Zeithaml et al ch 8, 9
Tisdag	2017-01-24	10-12	Lecture	S104		Zeithaml et al ch 10, 11
Onsdag	2017-01-25	09-12	Seminar	s304		Grp 1 Teambuilding seminar examination relevant
Onsdag	2017-01-25	12:30-12:30	Deadline group 1 for submitting teambuilding paper.	Assignments in Cambro		
Onsdag	2017-01-25	13-16	Seminar	s209		Grp 2 Teambuilding seminar examination relevant

Onsdag	2017-01-25	17:30-17:30	Deadline group 2 for submitting teambuilding paper.	Assignments in Cambro		
Torsdag	2017-01-26	07:30-07:30	Deadline for submitting scandal seminar paper	Assignments in Cambro		
Torsdag	2017-01-26	09-12	Seminar	S104		Dilemma seminar grp 1 examination relevant
Torsdag	2017-01-26	13-16	Seminar	s306		Dilemma seminar grp 2 examination relevant

VECKA 05

Tisdag	2017-01-31	10-12	Lecture	S104		Zeithaml et al ch 12, 13
Onsdag	2017-02-01	10-12	Lecture	S305 flex		Zeithaml et al ch 14, 15, 16
Onsdag	2017-02-01	13:17-	Supervision	s305b		on demand
Torsdag	2017-02-02	10-12	Lecture	S305 flex		Zeithaml et al ch 17 18

VECKA 06

Tisdag	2017-02-07	07:30-07:30	Deadline for submitting article seminar paper			
Tisdag	2017-02-07	08-10	Article Seminar	S304 flex	grp 1-5	Literature seminar examination relevant
Tisdag	2017-02-07	10-12	Article Seminar	S304 flex	grp 11-15	Literature seminar examination relevant
Tisdag	2017-02-07	13-15	Article Seminar	S304 flex	grp 6-10	Literature seminar examination relevant
Onsdag	2017-02-08	17-17	Deadline for submitting term paper	Assignments in Cambro		
Onsdag	2017-02-08	17-17	Deadline for submitting reflection paper	Assignments in Cambro		
Fredag	2017-02-10	08-12	Presentation term paper	S104	grp 8-15	group 1 examination relevant
Fredag	2017-02-10	13-17	Presentation term paper	S104	grp 1-7	group 2 examination relevant

VECKA 07

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Tisdag	2017-02-14	09-13	Exam; Please NOTE! Obligatory registration must be done HERE , <u>not later than</u> 10 days before exam. The exam registration opens when the course start.	ÖP, sal 2		
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VECKA 13

Måndag	2017-03-27	14-18	Re-exam; Please NOTE! Obligatory registration must be done HERE , <u>not later than</u> 10 days before re-exam. The re-exam registration opens after the first exam date has passed.	ÖP, sal 2		
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