



MASARYKOVA UNIVERZITA

# Service marketing

## Chapter 16

## Service marketing

relates to the marketing of services, as opposed to tangible products (in standard economic terminology, a tangible product is called a good).

„ 4I“:

intangibility,  
inconsistency,  
inseparability,  
inventory.

## Service marketing mix

„5 P´s“:

- Product,
- Price,
- Place,
- Promotion,
- People.