

## Services Marketing Gremler

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DWAYNE D. GREMLER, Bowling Green State University, received his MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues.

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Dwayne D. Gremler Professor of Marketing Department of Marketing College of Business Bowling Green State University Bowling Green, OH  
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He specializes in the marketing of services, has a PhD in the subject, and has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world, to both student and executive audiences.

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## **Syllabus for SERVICES MARKETING MRKT826 SEC 911 Spring 2019**

Dr. Gremler received a Fulbright Scholarship from the U.S. government to teach services marketing courses at the



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University of Maastricht in The Netherlands in 2006. And, in spring 2016, he was invited to be the Audi Visiting Professor at the Catholic University of Eichstätt-Ingolstadt, Germany.

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