

**Experience marketing from a teaching and learning perspective [Online resource]**

**Leppiman, Anu; Riivits-Arkonsuo, Iivi; Kukk, Jana** Journal of marketing trends 2018 / p. 113-121 : ill [https://marketing-trends-congress.com/sites/default/files/inline-files/JMT%20DEF%202018%20Vol%205\\_N2\\_April-min%20%281%29-compressed.pdf](https://marketing-trends-congress.com/sites/default/files/inline-files/JMT%20DEF%202018%20Vol%205_N2_April-min%20%281%29-compressed.pdf)

**Quality of higher education : international students' satisfaction and learning experience**

Lapina, Inga; Roga, Renate; **Müürsepp, Peeter** International journal of quality and service sciences 2016 / p. 263-277 : ill <https://doi.org/10.1108/IJQSS-04-2016-0029> Journal metrics at Scopus Article at Scopus