Marketing in the Services Sector

Academic Year: (2018 / 2019) **Review date: 09-04-2018**

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills
*CG1: Solid theoretical knowledge of Marketing and Market Research.
*CG8: Ability to solve real problems.
*CG17: Motivation for quality.

Specific skills:
*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).

Learning objetives:
¿ Understand the existing branding practices of firms and appreciate their limitations.
¿ Develop an understanding of profitable product and brand management

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction: basic characteristics of services. The gaps model of service quality.
2. Consumer behavior: evaluation of services.
3. Quality of Service.
4. The gaps for the enterprise. Strategic marketing and positioning services in the market.
5. Operational management of services marketing.
6. CRM services
7. Corporate social responsibility and ethical management

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class discussion, quizzes and cases studies: 60%
Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Fisk, Grove and John Interactive Services Marketing, 3 rd edition,, Houghton Mifflin, 2003