Services Marketing

Academic Year: (2021 / 2022) **Review date: 30-05-2021**

Department assigned to the subject:

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 OUTCOMES
The student distinguishes between the different marketing instruments in the service sector.
The student identifies the particularities of the services from the marketing management point of view of the company.

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

TRAINING ACTIVITIES OF THE SUBJECT
AF3 Theoretical practical classes
AF6 Group work
AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face
AF3 147 147 100
AF6 203 0 0
AF7 175 0 0
TOTAL SUBJECT 525 105

TEACHING METHODOLOGIES
MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
MD3 Resolution of practical cases, problems, etc.¿ raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

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