



Services Marketing and Management

General data

Course code:	M23VZC01E
ECTS credits:	6
Type of the course:	Elective (C)
Semester:	Spring, Semester 3
Course restrictions:	-
Course leader (with availabilities):	<i>Dr. Beatrix LÁNYI PhD, Associate Professor</i> lanyi.beatrix@tkk.pte.hu office: b226
Further lecturer(s) (with availabilities):	<i>Eszter JAKOPÁNECZ PhD, Assistant Professor</i> jakopanezcz.eszter@tkk.pte.hu office: b226

1. Description and aims

This module introduces the student to the various aspects of services marketing and management. The services sector is the dominant economic sector in developed and developing countries, the major contributor in employment, and the most important growth opportunity for companies and brands in today's mature markets. The course will cover the key elements of the extended marketing mix and provide a board set of tools to design a competitive and sustainable strategy for profit or non-profit service organisations.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

CILO 1: Understand the theories and terminology of marketing and management sciences ant the role of these disciplines in for- and non-profit organisation in the services sector. (PILO 1)

CILO 2: Understand the specification of strategic marketing and management tools in the services environment, including their domestic and international application possibilities. (PILO 2)

CILO 3: The students will acquire the skills of structuring a practical analysis framework. They will understand and practice how to detect problematic areas connected to the contexts, processes, strategies of the service companies, and formulate and structure various remedies. (PILO 3)

CILO 4: The students will be able to survey, organize, and integrate the theories and practices relative to current problems of services marketing, taking into account the principles of ERS aspects. (PILO 4)

CILO 5: The students will be able to analyse complex organisational challenges, define goals, solution methods and implement strategy in a service environment as a management leader, taking into account the marketing principles of services. (PILO 5)

CILO 6: The module aims to develop innovative and proactive professional, with a responsible, ethical and open-minded attitude, who is committed to continuous improvement by this also inspiring co-workers. (PILO 7)

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)



3. Content, schedule

1. Introduction to Service Marketing and Management /Chapter 1
2. Consumer Behavior in a Service Context /Ch. 2
3. Positioning Services in Competitive Markets /Ch. 3
4. Developing Service Products; Improving Service Quality and Service Productivity /Ch. 4 and 14
5. Distributing Services /Ch. 5
6. Pricing and Revenue Management /Ch. 6
7. Promoting Services and Educating Customers /Ch. 7
8. Designing and Managing Service Processes /Ch. 8
9. Balancing Demand and Capacity /Ch. 9
10. Planning the Service Environment; Managing People for Service Advantage /Ch. 10 and 11
11. Managing Relationships and Building Loyalty /Ch. 12
12. Compliant Handling and Service Recovery /Ch. 13

4. Learning and teaching strategy, methodology

Principal teaching methodologies:

The student’s continuous preparation is expected for the lessons. The students will read the given chapter in the required reading material for the upcoming session. Student's readiness is measured with Moodle tests at the beginning of the sessions (mobile device / tablet / laptop is required). The students’ own notes (only handwritten) are allowed to use during the Moodle tests. The teacher can control the notes and decide whether to use them if it is not own. With continuous preparation students will learn the basic theoretical concepts, which are essential for analysing and understanding the business problems discussed in the sessions. (CILO 1 and 2)

Short case studies and benchmarks in class discussions will help to understand today’s relevant marketing and management problems in the service sector and improve student’s problem solving skills and the appreciate use of marketing and management tools. (CILO 3 and 4)

The Harvard case studies supports to improve critical and analytical skills in complex and relevant business problems in a service environment (CILO 3, 5, 6).

Individual and groupwork will support the students’ continuous development and proactivity, and how responsible decisions are made in practice. (CILO6)

Students will access the course materials through the Moodle interface, which will contribute to continuous preparation and monitoring of their performance. (CILO6)

5. Assessment

Formative assessment elements: -

Summative assessment elements:

Individual Assessment	75%	Group Assessment	25%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Moodle test	15%	individual, written, coursework	At the beginning of the course for 10 points, including true or false and multiple choice questions.	yes	no	1, 2, 3, 4, 5, 6



Coursework	25%	individual, written&oral, coursework	In class work related to the given chapter(s) of the lessons in every week.	yes	no	1, 2, 3, 4, 6,
Case studies	10%	individual, written&oral, homework, coursework	Harvard case study discussion on Week 8 and Week 11.	yes	no	4, 5, 6
Final exam	50%	exam, written, paper based	Including short and long essay questions related to theoretical aspects and practical business problems.	yes, during the exam period	yes	1, 2, 3, 4, 5, 6

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential

Lovelock, C.H. & Wirtz, J. (2011), *Services Marketing: People, Technology, Strategy, 7/e*, Upper Saddle Rivers, NJ: Prentice Hall

Case studies: To be distributed on the session.

- Recommended

Wirtz, J. & Lovelock, C. (2018), *Essentials of Services Marketing*, Pearson Education

Paul R. Timm (2014): *Customer Service: Career Success Through Customer Loyalty, 6/E*. Prentice Hall

C. Grönroos (2007): *Service Management and Marketing: Customer Management in Service Competition*, John Wiley & Sons Ltd.

Berry, L.L. and Parasuraman, A. (1991), *Marketing Services: Competing Through Quality*, New York: The Free Press

Palmer, A (2001), *Principles of Services Marketing 3/e.*, Maidenhead: McGraw- Hill/Irwin Europe

Additional learning materials to base the marketing skills:

Armstrong, G.; Kotler, P. & Opresnik, M. O. (2017), *Marketing: an introduction*. Boston, Pearson

Kotler, P. (2019), *Marketing management. 4. European ed*. Harlow, Pearson

7. Further information

International aspects embedded with the course
Theoretical models delivered from the leading international teaching materials. Examples and teaching materials used for class discussions are based on multinational brand and international organisations. The case studies are based on cases of international companies.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
Theoretical models that also build on ERS aspects. In-class case studies related to ERS.
Connections to the world of practice of the course
Guest lecture by a business professional with experience in international markets.