

Service Management and Marketing

Single subject and programme course

7.5 credits

Strategier och marknadsföring i tjänsteföretag

722G60

Valid from:

Determined by

The Quality Board at the Faculty of Arts
and Sciences

Date determined

2007-06-29

Revision date

2013-02-13

Main field of study

Business Administration

Course level

First cycle

Advancement level

G1X

Course offered for

- Business and Economics Programme

Entry requirements

For admission to the course, general entry requirements for higher education apply, as well as the specific entry regulations (threshold rules) that apply to the programmes.

Intended learning outcomes

On completion of the course, the student should be able to

- choose and use concepts and models to describe and analyse a company from a service perspective
- identify strengths and weaknesses in companies that work with service as a part of their supply
- give council to companies on how the service perspective influences the company's efficiency

Course content

The specifics of marketing strategies and marketing viewpoints that characterise the service companies constitute the frame of the course. The emphasis is on questions that concern working with production and management in service companies. Both the contents of the service quality and the influence of customer relations on profitability are discussed in the course. In this context, the role of the employees is also emphasised.

Teaching and working methods

The teaching takes the form of lectures for presenting wholes and structures. A project work, carried out in groups, to discuss and develop the understanding of the contents of the course. Seminars for discussion of current articles in the area and for presentation and discussion of the projects. Group supervision of projects.

Examination

The course is examined through three graded compulsory parts and one optional part.

Grades

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Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus. The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

Department

Institutionen för ekonomisk och industriell utveckling