Service Management and Marketing

Single subject and programme course

7.5 credits

Service Management and Marketing

723G45

Valid from: 2016 Spring semester

Determined by
The Quality Board at the Faculty of Arts and Sciences

Date determined
2015-03-13

Main field of study
Business Administration

Course level
First cycle

Advancement level
G1F

Course offered for
- Business and Economics Programme - International - French
- Business and Economics Programme
- Business and Economics Programme - International - Spanish
- Business and Economics Programme - International - German

Entry requirements
The general admission requirements as for the programme.

Intended learning outcomes
After completing the course the student should be able to:
- describe the most common theoretical concepts, models and theories in the field of service management and marketing
- understand the role of service at the societal, business and customer level
- propose marketing actions by a firm to improve service quality
- analyse situations in firms from a service marketing perspective, identify patterns and problems, suggest well-argued solutions, and reflect upon the outcomes of suggested solutions
- critically analyse and integrate the knowledge of service management and markeing and express it orally and in writing

Course content

At the introduction of the course the service management and marketing at the societal, business, and customer level are discussed. The course content, then, is organized to include a selection of perspectives on service management and marketing issues.

The first part is about central models of service management and marketing, and includes:

- the gap model of service quality
- the servuction model
- service characteristics (IHIP)
- service logic

The second part is about understanding the service encounter. It includes:

- employees roles in service provision
- customers roles in service provision
- service quality and customer satisfaction
- customer expectations and perceptions of service

The third part is about how firms work with service development and provision and

- new service development and service innovation
- service infusion
- the servicescape
- listening to customers through research

One recurrent theme is to understand the service encounter and 'the moment of truth'.

Teaching and working methods

The course is organised through a combination of lectures, seminars and teamwork. Lectures provide perspectives on the course content, and students should not expect repeating all content in the course literature. Students may have to prepare tasks and assignments for seminars and teamwork. Language of instruction is English.

Examination

The course content will be examined through teamwork assignments and an individual written examination at the end of the course. Detailed information about the examination can be found in the course's study guide.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it. If the coordinator has instead recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

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