

NAME OF THE COURSE		Services Marketing				
Code	EUB318	Year of study	1			
Course teacher	Mario Pepur, PhD	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Mandatory	Percentage of application of e-learning	20			
COURSE DESCRIPTION						
Course objectives	This course aims at developing an understanding of the unique challenges facing management and marketing of services and providing a basis for planning and developing marketing strategies aimed at meeting these challenges.					
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Overall learning outcome:</p> <ul style="list-style-type: none"> - Participants will be familiarised with challenges in developing marketing strategies for service organizations while taking into account the specific characteristics of services <p>Individual learning outcomes:</p> <ul style="list-style-type: none"> - Identify opportunities and threats facing management of marketing activities in service companies - Develop proposals for service products and service delivery process which creates value for the target markets - Design communication programs tailored to the specifics of service activities - Critically assess the issue of productive capacity and the role of prices in the service context - Valorise the role of the service environment and people as elements of the service marketing mix 					
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:		
		Topic	Hours	Topic	Hours	
		1	Introduction to course	2	Forming of student groups, distribution of course materials	2
		2	Introduction to services marketing I	2	Case study	2
		3	Introduction to services marketing II	2	Case study	2
		4	Consumer behaviour in service settings	2	Group task – analysis of service characteristics	2
		5	Positioning of services		Group task – consumer behaviour in services	2
		6	Developing service products and brands	2	Group task – positioning of services	2

	7	Service marketing communications	2	Group task – service products and innovation	2
	8	Mid-term Exam			
	9	Service pricing and revenue management	2	Group task – challenges in service communications	2
	10	Distributing services through physical and electronic channels	2	Group task – service pricing and costs	2
	11	Designing and managing service processes	2	Group task – service distribution	2
	12	Balancing demand and capacity	2	Group task – Service blueprint development	2
	13	Crafting the service environment	2	Group task – balancing demand and capacity	2
	14	Quality in services	2	Group task – analysing service environments	2
	15	End-Term Exam			
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	Mandatory participation in self-evaluation activities and active participation in other course activities (case studies, discussions, group projects) In order to meet module requirements for activities, students must attend 70% of classes. Active participation in course activities includes participation in individual and group tasks – assignments, discussions, case studies etc. These are evaluated through register of activities (quizzes taken, student papers submitted). Meeting module requirements is the prerequisite for taking the exam.				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	0,1	Research		Practical training
	Experimental work		Report	1,25	Case studies (Other)
	Essay		Seminar essay		(Other)
	Tests	3,25*	Oral exam		(Other)
	Written exam	3,25*	Project		(Other)
Grading and evaluating student work in class and at the final exam	During the semester, there will be two - mid and end-term exams, contributing a total of 65% to the final grade. In addition, students will be assigned to groups, working on a project which contributes 25% to the final grade (number of students per project group will be determined by lecturer). Active participation in group projects will be peer-evaluated by group members. Finally, during the semester quizzes from selected topics will be held contributing 6% to the final grade. Class attendance contributes final 4% to the final grade. *Students who pass the mid and end-term exams do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.				

	<p>Grading system for the exams: 0-54 fail (1) 55-66 satisfactory (2) 67-77 good (3) 78-88 very good (4) 89-100 excellent (5)</p> <p>In order to achieve a passing grade, students need to have: - successfully passed both exams (achieving a minimum of 55 points on each test) - actively participated in group project work which have been graded positively Final grade is calculated as the sum of: 1) sum of written exam grades (weighting factor - 0.65) 2) sum of group assignment grades (weighting factor - 0.25) 3) sum of individual assignment grades (weighting factor - 0.06) 3) percentage of class attendance (weighting factor - 0.04)</p> <p>Students who fail mid and end-term exams need to take the final exam. The final exam can be organised as a written or oral exam. Students who pass both mid and end-term exam do not need to take the final exam.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
Optional literature (at the time of submission of study programme proposal)	<p>Ozretić-Došen, Đ. 2002. Osnove marketinga usluga. Zagreb, Mikrorad.</p> <ul style="list-style-type: none"> - Wirtz, J. i Lovelock, C. 2016. Services Marketing: People, Technology, Strategy. 8th ed. World Scientific Publishing. - Lovelock, C, Vandermerwe, S and Lewis, B. 1999. Services Marketing: A European Perspective. Prentice Hall <p>Case studies and journal articles</p> <ul style="list-style-type: none"> - Shostak, L.G. 1977. Breaking Free from Product Marketing. Journal of Marketing. April. pp 73-80 - Berry, L. 1986. Big Ideas in Services Marketing. Journal of Consumer Marketing. 3 (2). pp 47-51 - Vargo, S. L., and Lusch, R. F. (2004). 'Evolving to a New Dominant Logic for Marketing', Journal of Marketing, 68(1), 1-17. - Vargo, S. L., Maglio, P. P., and Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. European Management Journal, 26(3), 145-152. - Berry, L. 2016. Revisiting "Big ideas in services marketing" 30 years later. Journal of Services Marketing. 30(1). pp. 3-6. <p>Other sources:</p> <ul style="list-style-type: none"> - Marketing Science Institute (www.msi.org) - Ja Trgovac (www.jatrgovac.com) 		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of class attendance and fulfilment of student obligations (course teacher) • Teaching supervision (vice dean) • Analysis of studying successfulness across all study courses (vice dean) 		

	<ul style="list-style-type: none"> • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre) • Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)
Other (as the proposer wishes to add)	