

## 27636 - Service Marketing

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning process that is designed for this subject is based on the following:

The combination of participatory lectures, practical classes, and performing work activities, exercises and cases related to the agenda of the subject.

## **5.2.Learning tasks**

The program that the student is offered to help you achieve the expected results includes the following activities ...

Participatory Lectures: provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:

- The importance of services
- Marketing mix of services
- The process
- Physical evidence
- People
- The provision
- Customer service
- The perceived quality

Practical classes: where exercises and case studies related to each UNIT will be developed.

Tutulary activities and / or seminars: You can monitor the work done by the students, answer questions about the theoretical and practical contents of the subject and / or perform specific practices applied to the theoretical content.

Self study : includes activities study of theoretical and practical resolution of practical activities content.

Evaluation activities.

## **5.3.Syllabus**

### **5.3.A. Synthetic Program**

Unit 1. The importance of services

Unit 2. Marketing mix of services

Unit 3. The process services

Unit 4. Physical evidence in services

Unit 5. People in services

Unit 6. Customer services

Unit 7. The perceived quality of services

**5.3.B. Analytical Program**

**UNIT 1. THE IMPORTANCE OF SERVICES**

1.1.- Importance concept, identification and classification of services

1.2 Features of services

1.3.- Factors explaining the development of services

**UNIT 2. MARKETING MIX OF SERVICES**

2.1 The product variable services

2.2.- The variable communication services

2.3.- The variable price services

2.4. The variable distribution services

**UNIT 3. THE PROCESS IN SERVICES**

3.1.- line visibility

3.2 Failed points or deficiency

**UNIT 4. THE PHYSICAL EVIDENCE IN SERVICES**

4.1.- The space where the service is offered

4.2 Behavior in the service environment

4.3.- Operating environment Dimensions

**UNIT 5. PEOPLE IN SERVICES**

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5.1.- The importance of people in the service

5.2 The role of the contact persons

5.3 Strategies for Managing Human Resources

### UNIT 6. CUSTOMER SERVICES

6.1.- The customer service

6.2.- Social skills in service delivery: Listening, communication and call

6.3.- Failures in service

6.4.- Recovery service after a failure: Analysis and management of complaints

### UNIT 7. PERCEIVED QUALITY IN SERVICES

7.1- Quality of service: conceptualization and models

7.2.- Customer satisfaction

7.3.- Customer loyalty

### **5.4.Course planning and calendar**

### **5.5.Bibliography and recommended resources**