

## 27636 - Service Marketing

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	27636 - Service Marketing
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

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

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

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

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

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

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

#### **4.1.Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

### 4.2. Learning tasks

The course includes the following learning tasks:

- Lectures. They 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:
  - o The importance of services
  - o Marketing mix of services
  - o The process
  - o Physical evidence
  - o People
  - o The provision
  - o Customer service
  - o The perceived quality
- Practice sessions. Exercises and case studies related to each topic will be developed.
- Tutorials and/or seminars. Teachers can monitor the work done by the students, answer questions about the theoretical and practical contents of the course, and / or do specific tasks applied to the theoretical content.
- Autonomous work and study. It includes the study of theoretical and the solving of practical activities.

### 4.3. Syllabus

The course will address the following topics:

#### Short syllabus

- Topic 1. The importance of services
- Topic 2. Marketing mix of services
- Topic 3. The process services
- Topic 4. Physical evidence in services
- Topic 5. People in services
- Topic 6. Customer services
- Topic 7. The perceived quality of services

#### Detailed syllabus

- Topic 1. THE IMPORTANCE OF SERVICES
  - o 1.1. Importance concept, identification and classification of services
  - o 1.2. Features of services
  - o 1.3. Factors explaining the development of services
- Topic 2. MARKETING MIX OF SERVICES
  - o 2.1. The product variable services
  - o 2.2. The variable communication services
  - o 2.3. The variable price services
  - o 2.4. The variable distribution services
- Topic 3. THE PROCESS IN SERVICES
  - o 3.1. Line visibility
  - o 3.2. Failed points or deficiency
- Topic 4. THE PHYSICAL EVIDENCE IN SERVICES
  - o 4.1. The space where the service is offered
  - o 4.2. Behavior in the service environment
  - o 4.3. Operating environment Dimensions
- Topic 5. PEOPLE IN SERVICES
  - o 5.1. The importance of people in the service
  - o 5.2. The role of the contact persons
  - o 5.3. Strategies for Managing Human Resources
- Topic 6. CUSTOMER SERVICES

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- o 6.1. The customer service
- o 6.2. Social skills in service delivery: Listening, communication and call
- o 6.3. Failures in service
- o 6.4. Recovery service after a failure: Analysis and management of complaints
- Topic 7. PERCEIVED QUALITY IN SERVICES
  - o 7.1. Quality of service: conceptualization and models
  - o 7.2. Customer satisfaction
  - o 7.3. Customer loyalty

### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

### 4.5. Bibliography and recommended resources