

## 27636 - Service Marketing

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 27636 - Service Marketing

**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

### 2. Learning goals

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

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

#### 4.1. 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 teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

#### 4.2. 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.**

The assessment will be prepared to be carried out as face-to-face examination. but if health circumstances do not allow it. they will be carried out by doing it entirely online or in a blended way. In the case of online exams. it is important to highlight that. the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

## **4.3. Syllabus**

### **4.3.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

### **4.3.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

The variable price 2.3.- 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

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

#### **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/>)