



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Service Marketing	

Academic staff	Core academic unit(s)
Coordinating: J. Assistant Aurelija Šilinskaitė	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit
First	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Auditorium	Spring semester	English

Requisites	
Prerequisites: Fundamentals of marketing, English language B2	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit		
The purpose of the course unit is to provide the theoretical and practical background of service marketing, introduce the latest topical issues of service marketing, development trends and concepts, systematically present the key internal and external factors determining the decisions of service marketing and undertaken marketing activities.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to systematically evaluate service marketing and make reasoned decisions when dealing with marketing related issues.	Lectures, seminars, case studies, discussions	Test, group project, group project presentation
Will be able to understand and evaluate the complex nature of the range of services.	Lectures, seminars, case studies, discussions	Test, group project, group project presentation
Will understand the characteristics of pricing of services and be able to select the optimum pricing strategy.	Lectures, seminars, case studies, discussions	
Will understand the importance of distribution channels and the influence of intermediaries and be able to design provision of the services process.	Lectures, seminars, case studies, discussions	Test, group project, group project presentation
Will understand the importance of building relationships with clients, will be acknowledged with customer satisfaction evaluation tools.	Lectures, seminars, case studies, discussions	Test, group project, group project presentation

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Understanding Service Markets, Products, and Customers: Introduction to Service Marketing, Consumer Behaviour in a Services Context, Positioning Services in Competitive Markets	8	4					12	16	Literature reading, case study analysis
2. Applying the 4 Ps of Marketing to Services: Developing Service Products and Brands, Distributing Services through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management, Promoting Services and Educating Customers	8	4					12	16	Literature reading, case study analysis
3.Managing the customer interface: Designing Service Processes, Balancing Demand and Capacity, Crafting the Service Environment, Managing People for Service Advantage	6	4					10	16	Literature reading, case study analysis
4. Developing Customer Relationships: Managing Relationships and Building Loyalty, Complaint Handling and Service Recovery	4	2					6	12	Literature reading, case study analysis
5. Striving for Service Excellence: Improving Service Quality and Productivity, Building a Service Organization that Wins	4	2					6	12	Literature reading, case study analysis
6. Summary of the course	2						2	10	
Total	32	16					48	82	

Assessment strategy	Weight %	Deadline	Assessment criteria
Midterm test of 20 questions. The test includes questions from topics 1-2.	30	March	Assessment criteria: A correct answer is worth 0,5 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points. Literature source is not allowed to use during the test. Minimum grade to pass the test – 5.
Group project. Group projects are done during the semester in groups (3-5 people). The object of the task – to create an Service marketing campaign for a X company – to determine goals, audience, create an service, analyse the market, prepare go to the market plan, create a budget and relationship plan with clients.	40	May	Assessment criteria: 10 (excellent) - thorough analysis of the topic, smooth presentation, correct answers to questions; 9 (very good) - detailed analysis of the topic with only minor inaccuracies, relatively smooth presentation of the work, most of the answers to the questions correct; 8 (good) - minor shortcomings in the analysis of the topic, fairly smooth presentation of the paper, most important questions answered correctly; 7 (moderate) - the analysis of the topic reveals the main issues, but the analysis is shallow, the presentation is flawed, and not all of the main questions are answered; 6 (satisfactory) - the analysis of the topic does not cover all the main issues, the analysis is shallow, the presentation is significantly flawed, and only some of the most important questions are answered; 5 (weak) - the

			<p>analysis of the topic provides minimal coverage of some key issues, the presentation is significantly flawed and many questions are not answered; 4, 3, 2, 1 (unsatisfactory) - the topic analysis does not even minimally address the main issues, the presentation has significant weaknesses, and most questions are not answered.</p> <p>All of the groups members get the same evaluation and grade for teamwork.</p> <p>If the group work by all group members is not presented live, no access to the exam.</p>
Exam – test of 40 questions from all topics. The test includes questions from topics 1-5.	30	June	<p>Assessment criteria: A correct answer is worth 0,25 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points. The final grade is calculated by summing the scores of the mid-term report, group work, activity and final test/exam, taking into account the percentage weighting of each report: 92-100 points: excellent, 10. 83-91 points: very good, 9. 74-82 points: good, 8. 65-73 points: average, 7. 55-64 points: satisfactory, 6. 46-54 points: weak, 5. Less than 46 points: unsatisfactory, minimum requirements not met, 4, 3, 2, 1.</p>
Strategy for taking an exam externally.			There is no possibility to take the exam externally.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Wirtz, J.	2023	Essentials of Service marketing	4 th Ed.	Pearson
Wirtz, J. and Lovelock, C.H.	2021	Services Marketing: People, Technology, Strategy	9th Ed.	World Scientific Publishing Co. Inc.
Recommended reading				
Wilson, A., Zeithaml, V. A., Bitner, M. and Gremler D. D.	2017	Services Marketing: Integrating Customer Focus Across the Firm		McGraw-Hill Inc.
Miguel Angelo Hemzo	2023	Marketing Luxury Services: Concepts, Strategy, and Practice		Palgrave Macmillan