

**COURSE DATA****Data Subject**

<b>Code</b>	35841
<b>Name</b>	Services and sectorial marketing
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1313 - Degree in Business Management and Administration	26 - Knowing the market and the consumer	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
SCHLESINGER, MARIA WALESSKA	43 - Marketing and Market Research

**SUMMARY**

The subject Services and sector marketing, with a load of 4.5 ECTS, is part of the Knowledge of the Market and Consumer subject and the Module Intensification of Commercial Management. This subject, of curricular intensification, is taught in the first semester of the fourth year in that Degree along with other advanced Marketing subjects.

The principles and strategies of Marketing previously analyzed in other subjects of the Degree specifically take into account specific aspects when addressing services, since there are specific challenges that must be identified and addressed. Issues encountered in service organizations, such as the inability to inventory, the difficulty in synchronizing demand and supply, the challenges to control the quality of performance and the participation of customers as co-creators of value, need to be addressed by those responsible for the business management.



Not only in the service sector is the concept of service important, since in any industry service strategies for a competitive advantage are considered as highly relevant. In short, the topics covered are equally applicable to organizations whose core product is service (such as banks, hotels, hospitals, educational institutions, professional services, telecommunications, NGOs, public organizations) and organizations that depend on excellence in service to gain a competitive advantage (high-tech manufacturers, industrial products, etc.).

The course allows the student to get closer, both from a theoretical and practical point of view, to the study and application of service marketing and other sectors less analyzed for their own characteristics in previous subjects. Specifically, the course covers the following contents:

- New trends in service marketing.
- The value of the product/service as a key element of the exchange process.
- Managing customer and supplier relationships through services.
- Marketing communications in services.
- Customer loyalty in the field of service.
- Services brand equity.
- New technologies applied to service marketing.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

The student must have completed the previous compulsory Marketing subjects.

## OUTCOMES

### 1313 - Degree in Business Management and Administration

- Demonstrate oral and written communication skills in the native language.
- Be able to use ICTs in the field of study.
- Be able to solve problems.
- Be able to make decisions.



- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Show creativity.
- Show motivation for quality.
- Be able to understand the mechanisms of the market, of competition and of consumers and buyers by means of analysing the information available and that obtained from any possible source, and be able to organise, control and manage the resources and commercial capacities to adapt the company's offer and messages to the needs of its clients.
- Understand the keys to the functioning of the market and the effects of its different structures.
- Be able to make decisions under certainty and uncertainty environments.
- Know the basic techniques, methods and instruments linked to behaviour analysis.
- Be able to define, solve and present complex problems systemically.
- Be able to relate the different elements that interact in the decisions of individuals.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Be able to identify the external client to whom the organisation is addressed.
- Be able to identify the needs of different types of customers.
- Know the main variables that affect the behaviour of different types of consumers.
- Know the main models of purchasing behaviour and how to influence them.
- Be able to develop the processes and tools for information gathering used in marketing and know the main methodologies for information analysis.
- Be able to solve complex marketing problems such as market segmentation, positioning and perception.
- Be able to take relationships with customers beyond the interchange situations.

## LEARNING OUTCOMES

Understanding theories and basic concepts in services and sector marketing such as: demand, consumer behavior, market, segmentation, positioning.

Anticipation of customer expectations, knowing how to handle interpersonal relationships based on knowledge of different aspects and techniques of external communication.



Knowledge of tools and applications such as: market research, marketing plan, creation of services, price parameters, communication and distribution.

Application of the theories and basic concepts of supply and demand to different types of companies, and markets, preparation of marketing plans and design in the practice of services, prices, distribution and communication.

## DESCRIPTION OF CONTENTS

### 1. PART I. Basics of services marketing

Topic 1: Introduction to services. The conceptual framework of service quality gaps.

Topic 2: Customer approach. Consumer behavior in services: customer expectations and perceptions.

Topic 3: Understanding customer requirements through commercial research for relationship management

### 2. PART II. TACTICAL SERVICES MARKETING

Topic 4. SERVICE INNOVATION AND DESIGN OF THE SERVICE. SERVICE STANDARDS DEFINED BY THE CLIENT. PHYSICAL AND ENVIRONMENTAL EVIDENCE

Topic 5. SERVICE DELIVERY AND PERFORMANCE. INTERMEDIARIES AND ELECTRONIC CHANNELS. DEMAND AND CAPACITY MANAGEMENT

Topic 6. MANAGEMENT OF SERVICE PROMISES: INTEGRATED COMMUNICATIONS AND PRICE SETTING.

### 3. PART III: Sector applications of marketing

Topic 7. Sector applications of marketing

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Attendance at events and external activities	3,50	0
Development of group work	15,00	0
Preparation of evaluation activities	23,00	0
Preparation of practical classes and problem	16,00	0
Resolution of case studies	9,50	0
<b>TOTAL</b>	<b>112,00</b>	



## TEACHING METHODOLOGY

This course has two different blocks: theoretical classes and practical classes. The use of virtual classroom is mandatory and tutoring sessions are recommended.

*Theoretical classes.* These are based on the teacher's explanations and the study of the basic manuals that are included in the bibliography. These should be complemented with various contents collected in the notes proposed in each topic, in addition to the seminars that will be organized, if possible.

To get the most out of the master class, students are recommended to prepare each topic. To do so, they are encouraged to make use of the bibliography provided. Likewise, other didactic resources that the teacher will provide have to be used. For each topic, the teaching resources are structured as follows:

- *Basic bibliography*, which consists of manuals and articles that adequately cover each block and session.
- *Readings*, which will allow having a much broader and richer view of the contents of the subject exposed in class.
- *Internet sources*, which aim to bring students closer to institutions, associations or magazines to get current and real information and contact on issues directly related to the subject under study.
- *Notes*, where key points regarding the theoretical and practical contents of the subject will be collected.

*Practical classes.* Students are required to participate actively in practice activities. Under the teacher guidelines, during practical classes, exercises and applications of the theory content will be developed. In general, the elaboration of the practices will be on the group level, although some individual practices might be proposed. The teacher will indicate the necessary material to prepare the practices on time. Group changes will not be accepted, except for swaps. Practices that are not attended and have no reasoned justification for absence cannot be retaken.

*Use of the virtual classroom.* The virtual classroom will be used for any information/news that facilitates the performance of the subject (<http://www.aulavirtual.uv.es>). The practical activities will be delivered here, taking into account the deadlines specified in the theoretical classes and/or news in the virtual classroom.

*Follow-up tutorials.* Tutoring sessions will be devoted to questions about the theoretical contents mentioned in the bibliography, as well as questions about practical sessions.

## EVALUATION

Knowledge assessment and learning control will be based on the following criteria:

The program has been designed to be explained in its entirety during a course and, except for exceptional reasons and it will be required entirety in the final evaluation of the subject. The evaluation of knowledge and the control of learning will be governed by the following operating rules:



1. Written exam that evaluates the achievement of the learning results in its theoretical contents and of the entire program. The maximum grade for this exam will be 6 points. The student will have to obtain 3 points in the written test to be able to pass the course.
2. The continuous evaluation of the student, based on his/her participation and involvement in the teaching-learning process and in those more practical aspects of the subject, will add up to 4 points. This evaluation will include class attendance and face-to-face training activities, as well as practical activities developed through the preparation of group assignments / reports, presented in writing and orally. The student will have to obtain 2 points in the continuous evaluation to be able to pass the course.
3. The attendance and participation of the student in the planned activities will be a mandatory requirement to be evaluated.
4. The practices not carried out or not passed are not recoverable neither in the first nor in the second examination session. The overall minimum grade to pass the course will be 5 points. The written exam will take place on the dates set by the center.

Despite the fact that the subject is designed for learning in face-to-face practices of the skills indicated, those students who for documentary justified reasons cannot attend class, should contact the teacher of the subject before October 6 to consider a individualized protocol for the development of the subject. This student will have to take the theoretical and practical exam on the dates established by the center, previously delivering the practices according to the calendar established for each one of them in the teaching guide (Syllabus).

## REFERENCES

### Basic

- Zeithaml, V.; Bitner, M.J. y Gremler, D.D. (2009), Marketing de servicios. Mc Graw Hill. 5ª ed.
- Zeithaml, V.; Bitner, M.J. y Gremler, D.D. (2017), Services Marketing: Integrating Customer Focus Across the Firm. Mc Graw Hill. 7ª ed. ebook.
- Villaseca, D. (2015), Innovación y marketing de servicios en la era digital. Esic. 2ª ed.
- Roger, K. y Hartley (2023) Marketing Bundle, 16a. edición, Mc. Graw Hill ISBN 145629489X

### Additional

- AGUIRRE, S. (coord.) (2000), Marketing en sectores específicos. Pirámide
- ALCAIDE, J.C.; AVILÉS, J.A.; HERNANDEZ, R. Y ALMARZA, C. (2019), Marketing para las empresas de servicios profesionales. Pirámide.



- ALCAIDE Y DIEZ, M. (2019), Customer experience: las claves de la experiencia de cliente en la era digital cognitiva. Esic.
- CERVERA, A. (1999), Marketing y orientación al mercado de la administración pública local. Alfons el Magnanim.
- CUBILLO, J.M. y BLANCO, A. (coord.) (2020), Marketing sectorial. Esic
- HERRERO, J. (2019), Marketing Político: como afrontar una campaña electoral. Almuzara.
- LLORENTE, C. (2019), Marketing Educativo. Esic
- MUÑOZ, F. (2020), Marketing Financiero. Pirámide
- NARDI, M.; GAMBAU, V. Y FERRAND, A.C. (2012), Marketing en el Fitness. Editorial Paido Tribo.
- FERNANDEZ, I. (2008), Marketing interno para innovar en servicios. Delta
- RUBALCABA, L. Y LARRIBA, C. (2020), Economía y Gestión de la Experiencia de cliente. Ebook. Pirámide
- Hair, J.; Harrison, D y Ajjan, H. (2022) FUNDAMENTOS DE ANALITICA DE MARKETING BUNDLE, Mc. Graw Hill, 1era edición. ISBN 978-1-4562-9217-1
- Travaglini, A.; Puerto, S. y Damico, V. (2016). Marketing digital turístico y estrategias de revenue management para el sector de la hostelería. Marcombo, Barcelona.