

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

Code	40071
Name	Service marketing and management
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	4 - Service marketing and management	Optional

Coordination

Name	Department
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research

SUMMARY

Contemporary marketing emphasizes the role of creating customer value as a focal issue in marketing. The goal for marketing is to engage the supplier with significant customer practices and contribute to value creation in those practices, in a mutually beneficial way. This module examines these practices within the view of value co-creation, offering iMBA students theoretical and practical strategic and operational options in service marketing management.

The emergence of the Service-Dominant (S-D) logic has emphasized the centrality of service in marketing and management and suggests that the theories and models are applicable to all of marketing, including the subset of instances in which goods are involved. Therefore, this module adopts this new approach and integrates it in the traditional service marketing management.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Students will have completed a Bachelor or Degree studies that has given him/her skills in business management. Students have taken the subjects of the first and second semester of the master.

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- be aware of the broad spectrum of services ranging from professional services to non-profit and government organizations providing services for the community.
- identify the aspects and managerial implications of consumer behaviour in services.
- highlight strategies for managing customer perceptions of services in the service encounters or moments of truth.
- identify strategies by which companies can facilitate interaction and communication between management, contact people and customers.
- estimate customer lifetime value and build customer relationships
- select and apply service process (i.e., service blueprinting) in service design.
- understand the service environment effects on both customers and employees in service settings and specially, the role of culture in the service design.
- identify strategies for involving service customers effectively to increase both quality and productivity
- identify the intermediaries and electronic channels through which services are delivered to end customers.
- identify strategies for matching supply and demand in the service delivery process.
- define and measure performance and control strategies in service industries.

LEARNING OUTCOMES

- To understand the Service-Dominant logic and analyze how S-D logic is applied in various business environments.
- Design a service system from a marketing perspective.
- Apply marketing tools in a service system.
- Analyze the role of customers in the service system.
- Analyze the role of employees in the service system.
- Analyze the factors that influence on a service design, service quality and productivity.
- Analyze the customer complaining behaviour and strategies for service recovery.



DESCRIPTION OF CONTENTS

1. Foundations on service-dominant logic

2. Consumer behaviour in service encounters

3. Developing service products and new service development

4. Distributing service products and service delivery

5. Service pricing and yield management

6. Integrated marketing communications in service marketing

7. Service design management

8. Demand management and service productivity

9. Service environment

10. Service quality and innovation

11. Internal marketing orientation and employee job satisfaction

12. Complain handling and service recovery management

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	75,00	100
Attendance at events and external activities	3,00	0
Development of group work	33,00	0
Development of individual work	33,00	0
Study and independent work	30,00	0
Resolution of case studies	16,00	0
TOTAL	190,00	

TEACHING METHODOLOGY

The topics of the course will be addressed through lectures, coursework, seminars by guest speakers, and visits to relevant organizations. During the lectures the teachers will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

EVALUATION

- Written or oral exams consisting of theoretical questions and case studies or other practical exercises.
- Participation during classes in the discussions and the solving of case studies and practical exercises.
- Oral or written presentation of practical activities such as case studies, exercises or questions, individually or in teams.

REFERENCES**Basic**

- Lovelock, C. & Wirtz, J. (2011). Services Marketing: People, Technology, Strategy. 7th ed. Prentice Hall.

Additional

- Bruhn, M. & Georgi, D. (2006). Services Marketing. Managing the Service Value Chain. Prentice Hall.
- Fisk, R.P.; Grove, S.J. & John, J. (2003). Interactive Services Marketing. Houghton Mifflin Company, Boston.
- Grönroos, C. (2007). Service Management and Marketing. A Customer Relationship Management



Approach. 3rd edition, John Wiley & Sons, Chichester, West Sussex.

- Gummesson, E. (2008). Total Relationship Marketing. Butterworth Heinemann, Oxford.
- Kasper, H.; van Helsdingen, P. & Galbort, M. (2006). Service Marketing Management. A Strategic Perspective. 2nd edition. John Wiley & Sons, Chichester, West Sussex.
- Kumar, V. & Reinartz, W.J. (2006). Customer Relationship Management. A Databased Approach. John Wiley & Sons, Inc.
- Maglio, P. P., Kieliszewski, C. A., & Spohrer, J. C. (2010). Handbook of Service Science, Springer, New York.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

Due to the exceptional issue of the pandemic, the international flight restrictions, and health recommendations, the teaching activity will be organized on a blended format as follows: (i) From January to mid-April, classes will be online; due to time differences classes will be in the afternoons; (ii) teachers will attend students in their contact hours, either online or offline for those students who would be able to come over; (iii) If pandemic-related restrictions are removed, the face-to-face classes will be scheduled from April 13th.