

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

<b>Code</b>	46787
<b>Name</b>	Marketing y gestión de servicios
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	7.5
<b>Academic year</b>	2024 - 2025

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>	<b>year</b>
2268 - Master's Degree in International Business Management	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2268 - Master's Degree in International Business Management	7 - Service marketing and management	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research
SANCHEZ VILLAR, JUAN MARIA	43 - Marketing and Market Research

**SUMMARY**

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 (Gummesson, 2017; Vargo & Lusch, 2017). According to S-D logic, all providers are service providers, and service is the fundamental basis of exchange. 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 (Grönroos & Ravald, 2011). We need to analyse service research priorities for a more sustainable future (Karpen et al., 2023).

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. Furthermore, this module will consider the new trends in marketing and its implications in service marketing and management. Rust (2019) emphasizes the expansion of relationships and service as a trend that will



continue to shape the future of marketing. Advancements in information and communication technologies have expanded businesses' ability to communicate with customers, store customer information, and analyse customer information. In the future, artificial intelligence (AI) appears likely to influence marketing strategies, including business models, sales processes, and customer service options, as well as customer behaviours (Davenport et al., 2020).

## 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.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

## LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

On successful completion of this module, you should be able to:

- L.O.1: Identify the importance of value creation in marketing.
- L.O.2: Analyze the drivers for value co-creation.
- L.O.3: Design consumer-oriented services considering the importance of interactive experiences (i.e., managing service processes, service encounters).
- L.O.4: Manage the marketing problems involved with implementing and maintaining service quality, service recovery and service productivity.
- L.O.5: Apply general skills required for the service delivery and strategies for making customers productive partners in service creation.
- L.O.6: Design strategies for managing relationships and building loyalty.
- L.O.7: Apply methods for service development processes (i.e., service blueprinting) for describing, designing, and positioning services.
- L.O.8: Equip students with the ability to work effectively in service organizations operating in an increasingly global environment.

Additionally, this course attempts to improve the following skills:

- L.O.9: Information searching and evaluation skills.
- L.O.10: Team working, collaboration, leadership, and conflict-solving skills.
- L.O. 11: Critical evaluation of your own as well as others' work.
- L.O.12: Speaking and assertiveness skills.
- L.O.13: Effective writing skills.



## 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	25,00	100
Seminars	20,00	100
Classroom practices	16,00	100
Tutorials	9,50	100
Other activities	5,00	100
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
<b>TOTAL</b>	<b>187,50</b>	

**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**

It is required to pass the final exam (5/10), the individual assessment (5/10), team project (5/10) and class participation (5/10) to pass the course.

a. Individual assignment (*)	30%
b. Team project	20%
c. Final exam (*)	30%



d. Class participation (in-class) plus ongoing assessment	20%
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## REFERENCES

### Basic

- Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2021). *Services Marketing. Integrating customer focus across the firm*, 4th edition. McGraw Hill, London.
- Wirtz, J. & Lovelock, C. (2022). *Services Marketing*, 9th edition. World Scientific, London.
- Edvardsson, B. & Tronvoll, B. (2022). *The Palgrave Handbook of Service Management*. Palgrave MacMillan, Chan, Switzerland.

### Additional

- Bagozzi, R.P., Brady, M.K. & Huang, M.H. (2022). AI Service and Emotion. *Journal of Service Research*, <https://doi.org/10.1177/10946705221118579>
- Benoit, S. (2022). Adapting service management for the sharing economy. In: Edvardsson, B. & Tronvoll, B. (eds.). *The Palgrave Handbook of Service Management*. Palgrave MacMillan, Chan, Switzerland, pp. 107-125.
- Bigné, E., William, E., & Soria-Olivas, E. (2020). Similarity and consistency in hotel online ratings across platforms. *Journal of Travel Research*, 59(4), 742-758.
- Di Pietro, L., Edvardsson, B., Reynoso, J., Renzi, M. F., Toni, M., & Mugion, R. G. (2018). A scaling up framework for innovative service ecosystems: lessons from Eataly and KidZania. *Journal of Service Management*, 29(1), 146-175
- Edvardsson, B., Tronvoll, B. & Gruber, T. (2011). Expanding understanding of service exchange and value co-creation: a social construction approach. *Journal of the Academy of Marketing Science*, 39, 327-339.
- Field, J. M., Fotheringham, D., Subramony, M., Gustafsson, A., Ostrom, A. L., Lemon, K. N., Huang, M.H. & McColl-Kennedy, J. R. (2021). Service research priorities: designing sustainable service ecosystems. *Journal of Service Research*, 24(4), 462-479.
- Gäthke, J., Gelbrich, K., & Chen, S. (2022). A cross-national service strategy to manage product returns: e-tailers return policies and the legitimating role of the institutional environment. *Journal of Service Research*, 25(3), 402-421.