



COURSE DATA

Data Subject

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

Study (s)

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

Subject-matter

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

Coordination

Name	Department
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research
SANCHEZ VILLAR, JUAN MARIA	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.

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

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

- 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	25,00	100
Seminars	20,00	100
Classroom practices	16,00	100
Tutorials	9,50	100
Other activities	5,00	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	190,50	



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%

REFERENCES

Basic

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

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.