

Course Syllabus

Service Management and Marketing 7.5 Credits*, First Cycle Level 2

Learning Outcomes

The overall aim of the course is for students to gain insight into the special conditions facing service corporations and their consequences for marketing and management.

Knowledge and understanding

After completing the course the student will be able to:

- Describe and explain characteristic aspects of service design and service development and account for the central theories in service marketing and management,
- Explain the implications of the service encounter and its impact on marketing and management as well as on quality and development.

Skills and abilities

After completing the course, the student will be able to:

- Independently and critically analyse and apply theories regarding how to achieve value and quality in services from the perspectives of both the customer and management with a focus on the connection between a service company employee and a customer and the way in which this relationship can be developed and managed,
- Formulate, discuss and carry out analyses regarding theoretical and real-life business problems from a service management perspective, both orally and in writing.

Values and attitudes

After completing the course, the student will be able to:

- Judge and evaluate various models for the development and marketing of services.

Course Content

The course is introduced with a discussion on different types of services and their characteristics and importance in society. The course focuses on models and methods regarding service (re)design and the way in which to increase service quality. It also looks at the communication processes involved in providing services. Special emphasis is on aspects of importance for service marketing such as customer interaction, customer relations and internal marketing. Also the role of technology as well as the internationalisation of services will be covered.

Assessment

Compulsory seminars with oral and written assignments, 4,5 credits

Written final examination, 3 credits

Forms of Study

The knowledge and skills required shall be achieved through the study literature, analyses of case studies, scientific research and active participation in seminars and group work.

The main part of the course will be given in seminars. Assignments will be handed out at each seminar and active participation is required.

Grades

The Swedish grades U–VG.

To pass the course with distinction (VG), VG is required in the written examination and in at least one of the written assignments.

Prerequisites

90 credits in First Cycle Level including Financial Management and Accounting A 15 credits, Organization and Marketing A 15 credits, Marketing B 7,5 credits and Social Science and Methods I 7,5 credits

Other Information

The number of examinations is limited to five

The course will be taught in English.

Replaces FEC041, FEC061, FÖ2007

Subject:

Business Administration and Management

Group of Subjects:

Business Administration



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Page 3(3)
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Disciplinary Domain:
Social Science, 100%

Approved:
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