

Course Unit	Services Marketing		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-1204-00-21				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Luisa Margarida Barata Lopes, Raquel Cristina Sousa Pires, Ricardo Alexandre Fontes Correia

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Analyse and critically evaluate differences between services and goods drawing on the understanding of how these differences influence the practice of services marketing.
2. Identify, analyse and manage the different components of the "services marketing mix" for developing strategic thinking in services marketing.
3. Use services quality control models.
4. Demonstrate the knowledge and understanding of the role of employees and organizational culture in service delivery.
5. Reveal a critical understanding of how customers evaluate services and how customer behaviour and expectations play a role in the service environment.
6. Analyse and assess the relevance of service recovery.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Knowledge of general marketing concepts.

### Course contents

1. Introduction to service marketing 2. Understanding the elements of the service system 3. Quality management in services 4. Service recovery 5. Managing service productivity 6. Distributing services through physical and electronic channels. 7. Pricing and promoting services. 8. Developing service products.

### Course contents (extended version)

1. Introduction to service marketing
  - What are services? Why services marketing?
  - Difference between goods and services in marketing
  - The Service Dominance Logic
  - Expanded mix for services
2. Understanding the elements of the service system
  - Physical evidence and the servicescape
  - Employees' roles in service delivery
  - Customer's roles in service delivery
3. Quality management in services
  - Customer behaviour, expectations and perceptions of services
  - The perceived service quality model
  - The GAP analysis approach
4. Service recovery
  - Service recovery versus complaints handling
  - Guidelines for service recovery
  - Timing of recovery processes
5. Managing service productivity
  - The interrelation between productivity, quality, customer participation and demand
  - The strategic management trap
6. Distributing services through physical and electronic channels
  - Distribution in a services context
  - Place and time decisions
  - Distributing services internationally
7. Pricing and promoting services
  - Pricing strategy in services
  - Revenue management
  - Challenges of services communications
8. Developing service products
  - Core and supplementary elements
  - The augmented service
  - Designing and managing service processes
  - Balancing demand and productive capacity

### Recommended reading

1. Grönroos, C. (2016). Service management and marketing: managing the service profit logic (4th Ed. ). Wiley. ISBN: 9781119092858.
2. Langeard, E. & Eiglier, P. (2007). Servuction - a gestão de marketing de empresas de serviços. Mc Graw-Hill ISBN: 9789729241260
3. Lovelock, C., & Wirtz, J. (2022). Services marketing: people, technology, strategy (9th Ed. ). World Scientific Publishing. ISBN: 978-1944659806.
4. Stickdorn, M., Hormess, M., Lawrence, A. & Schneider, J. (2018). This is service design doing. Applying Service Design Thinking in the Real World (...). Sebastopol: O'Reilly. ISBN: 9781491927182.
5. Zeithaml, V. , Bitner, M. & Gremler, D. (2017). Services marketing: integrating customer focus across the firm (7th Ed. ). McGraw Hill. ISBN: 978-0078112102.

### Teaching and learning methods

Each class will have theoretical and practical components, with emphasis on active methods, using methods of discovery, problems presentation, discussions, independent work, and mixed methods with case studies.

### Assessment methods

1. Distributed evaluation (also exchange students) - (Regular, Student Worker) (Final, Supplementary)

**Assessment methods**

- Final Written Exam - 50% (Final written exam about all the subjects. Minimum required grade: 7.)
- Practical Work - 50% (Mandatory teamwork and tasks done in classes. Minimum required grade: 8.)
- 2. Final Written Exam - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%
- 3. Continuous evaluation - Exchange Students - (Regular) (Final, Supplementary)
  - Practical Work - 100%

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

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07-03-2022	07-03-2022	07-03-2022	08-03-2022