HÖGSKOLAN
I GÄVLE

Services Marketing C 7.5 cr

Services Marketing C 7,5 hp

Set by Faculty of Education and Business Studies

Version	**Set at**	**Valid from**
	2/11/13	**VT2013**

Level	G2F
Education level	First cycle
Course identifier	FEG344
Credits	7.5 cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	Social sciences 100.0 %

Learning outcomes

After this course the student should be able to:

Knowledge and understanding:

• Describe and explain concepts, theories and models of services marketing

• Identify the characteristics that make services different from goods

• identify customer expectations and perceptions role for service quality

• Demonstrate methodological knowledge in the services marketing field

Competence and Skills

• Use different conceptual tools in order to plan, design and develop service offerings to satisfy customer needs.

• Relate service quality dimensions to organizational contexts

Plagiarism is a form of cheating that involves imitating or copying someone else's work, such as a text, an image, or a table, and then present this as your own or without providing any reference. Self-plagiarism is also considered cheating, that is, using one's own previously submitted or published work without providing any reference.

• Analyze service quality by using selected theoretical models in the services marketing field

Judgement and Approach:

• Critically evaluate and apply different perspectives on services marketing problems
• maintain a creative and critical stance to the methods and traditions within the field of services marketing
• show an ability to maintain ethical considerations in services marketing decision making.

Course content

The course offers a deeper understanding of the service marketing concept, how it differs from goods and what role it plays in today's consumption and sales. The course presents theoretical models of planning, designing and developing service offerings to satisfy customer needs. The role of customer is thoroughly discussed in creating and managing services. The intangible nature of services is focused as well as the involvement of human elements in the service creation processes. The role of customer perceptions and expectations in terms of affecting service quality is discussed thoroughly. Further, major service theories and their application are discussed from articles published in the internationally reputed journals.

Teaching

This course consists of lectures, seminars, practical exercises and tutoring.

Prerequisites

Marketing G1N (7,5 credits) and G1F (7,5 credits).

Examination

Exams, written assignments, oral presentations and seminars

Grade

A, B, C, D, E, Fx, F

Sustainable environment

A minor part of the course content deals with sustainable development.

Module

0010	Examination	7.5 cr	Grade: AF

Plagiarism is a form of cheating that involves imitating or copying someone else's work, such as a text, an image, or a table, and then present this as your own or without providing any reference. Self-plagiarism is also considered cheating, that is, using one's own previously submitted or published work without providing any reference.