



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Services marketing	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Lecturer:</b> Ieva Vasiliauskienė	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Spring semester	English

Requirements for students
<b>Prerequisites:</b> Fundamentals of Marketing

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): program competences to be developed
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The objective of this course unit is to furnish students with both theoretical knowledge and practical skills in services marketing. It aims to familiarize learners with contemporary issues, emerging trends, and fundamental concepts within the realm of services marketing. Additionally, the course will systematically elucidate the pivotal internal and external factors that influence marketing decisions and strategies in the services sector.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will gain an understanding of both theoretical and practical principles in services marketing, acquiring knowledge of the latest trends and concepts and their application in real-world business scenarios.	The course will employ a variety of instructional methods, including lectures, seminars, case studies, and discussions. Additionally, there will be opportunities for engaging with guest speakers. Students will also undertake individual study of course materials and prepare presentations of their analyses of provided cases.	Assessment in the course will be conducted through various means, including closed-ended and open question tests, evaluation of case analyses and presentation.
Students will develop the ability to systematically assess services marketing strategies and make informed decisions when formulating marketing campaigns.		
Students will comprehend the distinctive attributes of pricing within the realm of services and possess the capability to discern and implement the most effective pricing strategy.		
Students will grasp the significance of cultivating client relationships and will be acquainted with tools for evaluating customer satisfaction.		

Content: breakdown of the topics								Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
<b>1. Understanding Service Markets, Products, and Customers:</b> Introduction to Services Marketing, Consumer Behavior in a Services Context, Positioning Services in Competitive Markets	8		4					12	20	J. Wirtz (Chapter 1; P. 3-62) Supplementary reading and case study
<b>2. Applying the 4 Ps of Marketing to Services:</b> Developing Service Products and Brands, Distributing Services through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management, Promoting Services and Educating Customers	10		4					14	22	J. Wirtz (Chapter 2; P. 93–190) Supplementary reading and case study, case analyses and presentation
<b>3. Managing the customer interface:</b> Designing Service Processes, Balancing Demand and Capacity, Crafting the Service Environment, Managing People for Service Advantage	6		4					10	20	J. Wirtz (Chapter 3; P. 235–328) Supplementary reading and case study, case analyses and presentation
<b>4. Developing Customer Relationships:</b> Managing Relationships and Building Loyalty, Complaint Handling and Service Recovery	4		2					6	12	J. Wirtz (Chapter 4; P. 369-406) Supplementary reading and case study, case analyses and presentation
<b>5. Striving for Service Excellence:</b> Improving Service Quality and Productivity; Building a Service Organization that Wins	4		2					6	8	Wirtz & Lovelock (Chapter 5; P. 435–478) Supplementary reading and case study, case analyses and presentation
<b>Total</b>	<b>32</b>		<b>16</b>					<b>48</b>	<b>82</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Assessment of case analyses and its presentation	50	After 4 lectures (2024.02.29)	The level of accomplishment of assignments is assessed according to the following criteria (100% equals the maximum grade – 10): The theoretical background – 25% Formulating the problem, working with the task– 25% Presentation skills – 25% Logic of analyses– 25% <b>If not completing the task, can't access to the exam.</b>
Examination (test)	50	During examination session	20 open questions, based on 2 presented cases (1 case – 10 questions) Correct answer – 0.5 points, incorrect answer – 0 points, total maximum sum of points is 10. The final grade consists of the percentage sum of evaluations of test, group project, and examination. Assessment is subject to a 10-point grading system: 90–100% or 10 (excellent); 80–90% or 9 (very good); 70–80% or 8 (good); 60–70% or 7 (average); 50–60% or 6 (satisfactory); 45–50% or 5 (weak); Less than 45% (unsatisfactory), when the minimum criteria are not met: 4, 3, 2, 1

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Wirtz, J.	2023	Essentials of Service marketing	4 <sup>th</sup> Ed.	Pearson
<b>Supplementary reading</b>				
Wirtz, J. and Lovelock, C.H.	2021	Services Marketing: People, Technology, Strategy	9 <sup>th</sup> Ed.	World Scientific Publishing Co. Inc.
Wilson, A., Zeithaml, V. A., Bitner, M. and Gremler D. D.	2018	Services Marketing: Integrating Customer Focus Across the Firm	3 <sup>rd</sup> Ed.	McGraw-Hill Inc.