

27636 - Service Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process that is designed for this subject is based on the following:

The combination of participatory lectures, practical classes, and performing work activities, exercises and cases related to the agenda of the subject.

5.2.Learning activities

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The program that the student is offered to help you achieve the expected results includes the following activities ...

Participatory Lectures: provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:

- The importance of services
- Marketing mix of services
- The process
- Physical evidence
- People
- The provision
- Customer service
- The perceived quality

Practical classes: where exercises and case studies related to each UNIT will be developed.

Tutorary activities and / or seminars: You can monitor the work done by the students, answer questions about the theoretical and practical contents of the subject and / or perform specific practices applied to the theoretical content.

Self study : includes activities study of theoretical and practical resolution of practical activities content.

Evaluation activities.

5.3.Program

UNIT 1. THE IMPORTANCE OF SERVICES

1.1.- Importance concept, identification and classification of services

1.2 Features of services

1.3.- Factors explaining the development of services

UNIT 2. MARKETING MIX OF SERVICES

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2.1 The product variable services

2.2.- The variable communication services

The variable price 2.3.- services

2.4. The variable distribution services

UNIT 3. THE PROCESS IN SERVICES

3.1.- line visibility

3.2 Failed points or deficiency

UNIT 4. THE PHYSICAL EVIDENCE IN SERVICES

4.1.- The space where the service is offered

4.2 Behavior in the service environment

4.3.- Operating environment Dimensions

UNIT 5. PEOPLE IN SERVICES

5.1.- The importance of people in the service

5.2 The role of the contact persons

5.3 Strategies for Managing Human Resources

UNIT 6. CUSTOMER SERVICES

6.1.- The customer service

6.2.- Social skills in service delivery: Listening, communication and call

6.3.- Failures in service

6.4.- Recovery service after a failure: Analysis and management of complaints

UNIT 7. PERCEIVED QUALITY IN SERVICES

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7.1- Quality of service: conceptualization and models

7.2.- Customer satisfaction

7.3.- Customer loyalty

5.4.Planning and scheduling

5.5.Bibliography and recommended resources