



Course syllabus

School of Business and Economics
Department of Marketing

1FE451 Service Management, 7,5 högskolepoäng
Service Management, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by School of Business and Economics 2017-10-04
The course syllabus is valid from spring semester 2018

Prerequisites

General entry requirements. English 6/B or the equivalent.

Objectives

After completing the course the student should be able to:

- explain the concept of service management, service products and brands, and experience economy
- explain how design thinking links to and complements traditional service marketing activities and tools
- describe, analyse and evaluate the process of managing the customer service interface
- explain the importance of service excellence and innovation in the experience economy
- analyze a real business situation and design effective service marketing strategies using the design thinking framework

Content

The course contains:

- service products and brands
- design thinking
- the 7Ps of service marketing
- 3-stage model of service consumption
- customer-driven services marketing strategies
- service value propositions

- service process (re)design
- customer interface management

Type of Instruction

The teaching consists of lectures, workshops, seminars and cases. Mandatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination of the course consists of an individual written exam and a written report.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE665 7,5 credits, 1FE666 7,5 credits

Required Reading and Additional Study Material

Required reading

Lockwood, T. *Design Thinking: Integrating Innovation, Customer Experience and Brand Value*, NY: Allworth Press. Latest edition. About 260 pages.

Wirtz, J. & Lovelock, C. *Services Marketing: People, Technology and Strategy*. New Jersey: World Scientific. Latest Edition. About 800 pages.

Additional study material

Scientific articles. About 60 pages

Business articles. About 20 pages