



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE665 Service Management, 7,5 högskolepoäng

1FE665 Service Management, 7.5 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G1F

**Date of Ratification**

Approved 2010-06-14

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

**Prerequisites**

Business Administration 1-15 credits or at least 7,5 credits Organisation or Marketing.

## Objectives

After completing this course the student should be able to:

- describe basic theory and development of Service Management
- describe and explain the development and importance of the service society
- analyze and explain the service logic core and influence on consumer and business markets
- analyze and explain basic concepts and models in Service Management
- analyze and explain the role of different participants in the service process as well as different types of servicescapes, traditional and virtual
- describe and explain Relationship marketing

## Content

The course's contents build on research within the subject area and its relation to a society scientific context.

- The role and development of the service society

- Service logic as base for integrated marketing communications
- The servicescape and its design
- The role of the service personnel and the importance of customer/consumer participation
- The service offering and its development
- Relationship marketing

## Type of Instruction

Teaching consists of lectures, seminars, case studies and group assignments.

Participation in and preparation for certain, specified in course instructions, course elements and seminars are mandatory.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

## Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Required Reading and Additional Study Material

### Mandatory

Godson, M. (2009) Relationship Marketing. Oxford: Oxford University Press. 361p. ISBN 978-0-19-921156-2

Wilson, A. Zeithaml, A. Bitner M. J. och Gremler, D. (2008) Services Marketing: Integrating Focus Across the Firm. New York, NY: McGraw-Hill Publishing Co. 623p. ISBN 978-0-07-710795-6

Scientific articles appr. 100p.

### Reference list

Armstrong, G. Kotler, P. Harker, M. och Brennan, R. (2009) Marketing an Introduction. Essex: Pearson Education Limited. 648p. ISBN 978-0-273-71395-1

Bruhn, M och Georgi, D (2005) Service Marketing: managing the service value chain. Harlow; Pearson Education Limited. 504p. 978-02-73-68157-1

Grönroos, C. (1998) Marknadsföring i tjänsteföretag. Malmö: Liber Ekonomi. 200p. ISBN 978-91-47-04389-7

McKnight, L. W. Wroclawski, J. (2010) Internet Service. Cambridge: MIT Press, 356p. ISBN 978-02-62-13448-4

Normann, R. (2000) Service Management - Ledning och strategi i tjänsteproduktion. Malmö: Liber Ekonomi. 208p. 978-91-47-06036-8

Patel, R. och Davidson, B. (2003) Forskningsmetodikens grunder. Lund: Studentlitteratur. 149p. ISBN 978-91-44-02288-8 *or equivalent*