



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

2FE414 Brand and Service Management, 7,5 högskolepoäng  
Brand and Service Management, 7.5 credits

**Main field of study**  
Business Administration

**Subject Group**  
Business Administration

**Level of classification**  
First Level

**Progression**  
G2F

**Date of Ratification**  
Approved by the Board of the School of Business and Economics 2012-09-21  
The course syllabus is valid from autumn semester 2012

**Prerequisites**  
In order to be admitted to the course, the applicant will need to have successfully completed 105 of 120 credits from the first two years of the Business Administration and Economics Programme

**Objectives**  
NO VALUE DEFINED

### Content

- Servicelogic as a base for Marketing
- Brand management theory – concepts and models
- Brand strategy as a fundamental ingredient in competition
- The service sector's role, character and growth in society
- Service management as a concept, fundamentally related to process and interactive ingredients in marketing
- The important role and character of different types of servicescapes, the customer role as a participating actor and the importance of frontline people
- Value generation, service quality, service productivity and service development
- Servicelogic in the light of Brand management - Service Brands

### Type of Instruction

Teaching is in the form of lectures and seminars, as well as supervision and instructions in connection with individual or group-based assignments. Participation in and preparation for seminars and meetings is obligatory.

## Examination

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

The grading is based on assessment of individually written reports and the student's ability to present and discuss report content. Active participation in mandatory seminars is required for a pass grade. 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

### **obligatory literature**

Grönroos, C. (latest ed.), Service Management and Marketing – Customer Management in Service Competition. Chichester, England. John Wiley & Sons, Ltd. Selected parts approx. 420 p. ISBN -13: 978-0-470-02862-9 ISBN -10: 0-470-02862-9

Kapferer, J.N.(2012), The New Strategic Brand Management. USA: Kogan Page Ltd. Selected parts approx. 330 p. ISBN 978-0-7494-6515-5

Scientific articles 100-150 p.