



Course syllabus

School of Business and Economics

Department of Marketing

2FE427 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 School of Business and Economics 2014-10-29

The course syllabus is valid from autumn semester 2015

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 or Business Administration I-II, 60 credits, whereof at least 15 credits in Marketing and English B/English 6, or equivalent.

Objectives

After completing the course the student is expected to be able to:

- describe, analyze and explain different marketing perspectives, especially service logic
- discuss and explain relevant concepts and models in brand theory (Brand Management)
- analyze and reflect over the importance of brands and their role in companies and other organizations
- describe and analyze different characteristics in the service sector as well as its role in the modern society
- discuss and reflect over the concept Service Management considering quality, value creation, productivity, traditional and virtual servicescapes as well as service process characteristics
- present and discuss the customer role from different perspectives, especially considering the customer role as an active and participating part
- apply service theory and brand management theory to solve problems in marketing, present conclusions and discuss these with different groups

Content

The course contains:

- service logic 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
- service logic 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. Obligatory parts are stated in the schedule.

Examination

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

Assessment of the student's attainments is carried out through written papers and oral presentations. Active participation in mandatory course activities are required for a pass grade.

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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Obligatory literature

Grönroos, C. *Service Management and Marketing – Customer Management in Service Competition*. John Wiley & Sons, Ltd. Senaste upplagan. Selected parts, approx. 420 pages.

Kapferer, J.N. *The New Strategic Brand Management*. Kogan Page Ltd. Latest edition. Selected parts, approx. 330 pages.

Scientific articles, approx. 100-150 pages.

