



Course syllabus

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

2FE900 Företagsekonomi III - Marknadsföring och servicelogik, 7,5
högskolepoäng

Business Administration III - Marketing and Service Logic, 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 2010-11-12

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from autumn semester 2012

Prerequisites

Business Administration 60 credits, specialisation Marketing, whereof at least 22.5 credits are in Marketing or equivalent.

Objectives

Service logic and value creation

On completion of the course, students should be able to:

- reflect over and clarify relevant elements in organisation's relationship management; Customer Relationship Management (CRM) with primary focus on consumer services
- account for the service sectors role, development and character in modern society
- clarify the concept 'service management' and deal with questions that relate to the consumer-oriented service sector, especially on the basis of service quality, productivity, varying types of service concepts and 'service branding'
- reflect over and communicate the commitment in 'experienced-related elements' that appears in today's society
- account for and understand the ingredients in marketing that, and with emphasis on interactive elements, specifically appear within the field of trade and service

- clarify the role of the delivery process and personnel's key function in various consumer-related service systems
- clarify and understand customer/consumer in the role of participating actor, as well as the key role that segmentation and target-group thinking can take
- identify the importance of different types of service landscapes, with primary connection to physical environment, equipment, IT and new technical possibilities

Content

Course content is built on research within the subject area and its relation to a social-scientific context.

- Customer Relationship Management (CRM); its role and function in organisations' marketing; relationship marketing and relationship management on different planes and from different perspectives, with primary focus on the consumer sector
- The service sector's role and increase in society
- Service management with focus on the consumer sector, service concept, 'service branding' and 'experience' as key concepts
- The importance of interactive and process-related elements in marketing, as well as elements of a more traditional character, service quality and productivity; run-through with primary focus on consumer services
- Different types of delivery systems and their connection to customer/consumer and marketing; service production and the importance of different types of events, personnel's role
- Service landscape, physical environment and technical equipment
- Customer/consumer as a participating actor, segmentation and target-group thinking
- Service development, new solutions and possibilities

Type of Instruction

The course runs as a distance course via a web-based study platform and/or via distance-studio. Students continuously work with different assignments that together create and form a compiled report. The course demands that students have access to a computer and internet. Obligatory meetings on campus may occur to a limited extent.

Teaching is carried out through Swedish.

Examination

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

The course is examined through individual written examinations and through papers written in groups, as specified in course instructions. Examination also include oral presentation in a professional manner. Active participation in mandatory seminars is required for a pass grade.

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.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale.

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 evaluation during the course or oral communication with the students, can occur and is encouraged in order to secure continuous quality improvement.

Required Reading and Additional Study Material

Books

The following by Grönroos may be read in both English and Swedish:

Grönroos, C. (2008): *Service management och marknadsföring*. Malmö: Liber. Selected parts ca 420 p. ISBN: 978-91-47-08861-4

Grönroos, C. (2007): *Service Management and Marketing - Customer Management in Service Competition*. Chichester, England. John Wiley & Sons, Ltd. Selected parts ca 420 p. ISBN -13: 978-0-470-02862-9 ISBN -10: 0-470-02862-9

Gummesson, E. (2008): *Total Relationship Marketing*. Oxford: Butterworth-Heinemann LTD, ca 376s, ISBN 9780750686334

Scientific articles

Brodie, R.J. (2009): From goods to service branding: An integrative perspective. *Marketing Theory*. 9(1)

Grove, S., Fisk, R. och John, J. (2003): The future of services marketing – forecasts from ten service experts. *The Journal of Services Marketing*, 17, Iss. 2/3

Grönroos, C (2004): The relationship marketing process: communication, interaction, dialogue, value. *The Journal of Business and Industrial Marketing*. 19, Iss. 2

Lovelock, C. och Gummesson, E. (2004): Whither Services Marketing ? – In Search of a New Paradigm and Fresh Perspectives. *Journal of Services Research*. Aug; Vol. 7, No. 1.

Svensson, G. (2006): New aspects of research into service encounters and service quality. *International Journal of Service Industry Management*. Vol. 17, No. 3.

Vargo, S.L. och Lusch, R.F. (2004): Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*. Vol 68, Jan.

Other aids

Coming article and essay material, lecture basis

Reference literature

Bruhn, M (2003): *Relationship Marketing – Management of Customer Relations*. Harlow. England: Financial Times Prentice Hall. Pearson Education Lim.

Bruhn, M & Georgi, D (2006). *Service marketing: managing the service value chain*. Harlow, England; New York: Financial Times Prentice Hall. 478p.

Bryman, A & Bell, E. (2005). *Företagsekonomiska forskningsmetoder*. Malmö: Liber ekonomi.

Echeverri, P och Edvardsson, B. (2002): *Marknadsföring i tjänsteekonomi*. Lund: Studentlitteratur

Normann, R. (2000): Service Management – Ledning och strategi i tjänsteproduktion.
Malmö: Liber ekonomi

Storbacka, K och Lehtinen, J.R. (2000): CRM, Customer Relationship Management.
Malmö: Liber

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.
Selected parts ca 350 p. ISBN 9780077107956