

| NAME OF THE COURSE                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Services Marketing                       |                                        |            |                                                             |   |  |
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| Code                                                                              | EUB206                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Year of study                            |                                        | 1          |                                                             |   |  |
| Course teacher                                                                    | Goran Dedić, PhD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Credits (ECTS)                           |                                        | 5          |                                                             |   |  |
| Associate teachers                                                                | Mario Pepur, PhD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Type of instruction<br>(number of hours) | L                                      | S          | E                                                           | F |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                          | 26                                     |            | 26                                                          |   |  |
| Status of the course                                                              | Mandatory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Percentage of application of e-learning  |                                        | 30         |                                                             |   |  |
| COURSE DESCRIPTION                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                          |                                        |            |                                                             |   |  |
| Course objectives                                                                 | This course aims at developing an understanding of the unique challenges facing management and marketing of services and providing a basis for planning and developing marketing strategies aimed at meeting these challenges.                                                                                                                                                                                                                                                                                                                                                             |                                          |                                        |            |                                                             |   |  |
| Course enrolment requirements and entry competences required for the course       | Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, University of Split.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                          |                                        |            |                                                             |   |  |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | Overall learning outcome:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                          |                                        |            |                                                             |   |  |
|                                                                                   | <ul style="list-style-type: none"><li>- Participants will be familiarised with challenges in developing marketing strategies for service organizations while taking into account the specific characteristics of services</li></ul>                                                                                                                                                                                                                                                                                                                                                        |                                          |                                        |            |                                                             |   |  |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | Individual learning outcomes:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                          |                                        |            |                                                             |   |  |
|                                                                                   | <ul style="list-style-type: none"><li>- Identify opportunities and threats facing management of marketing activities in service companies</li><li>- Develop proposals for service products and service delivery process which creates value for the target markets</li><li>- Design communication programs tailored to the specifics of service activities</li><li>- Critically assess the issue of productive capacity and the role of prices in the service context</li><li>- Valorise the role of the service environment and people as elements of the service marketing mix</li></ul> |                                          |                                        |            |                                                             |   |  |
| Course content broken down in detail by weekly class schedule (syllabus)          | Week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Lectures                                 |                                        | Exercises: |                                                             |   |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Topic                                    | Hours                                  | Topic      | Hours                                                       |   |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1                                        | Introduction to course                 | 2          | Forming of student groups, distribution of course materials | 2 |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 2                                        | Introduction to services marketing I   | 2          | Case study                                                  | 2 |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3                                        | Introduction to services marketing II  | 2          | Case study                                                  | 2 |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 4                                        | Consumer behaviour in service settings | 2          | Group task – analysis of service characteristics            | 2 |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5                                        | Positioning of services                |            | Group task – consumer behaviour in services                 | 2 |  |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 6                                        | Developing service products and brands | 2          | Group task – positioning of services                        | 2 |  |

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|                                                                                                                                                                  | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Service marketing communications                               | 2             | Group task – service products and innovation                                                                                                                                                                               | 2                    |     |
|                                                                                                                                                                  | 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mid-term Exam                                                  |               |                                                                                                                                                                                                                            |                      |     |
|                                                                                                                                                                  | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Service pricing and revenue management                         | 2             | Group task – challenges in service communications                                                                                                                                                                          | 2                    |     |
|                                                                                                                                                                  | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Distributing services through physical and electronic channels | 2             | Group task – service pricing and costs                                                                                                                                                                                     | 2                    |     |
|                                                                                                                                                                  | 11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Designing and managing service processes                       | 2             | Group task – service distribution                                                                                                                                                                                          | 2                    |     |
|                                                                                                                                                                  | 12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Balancing demand and capacity                                  | 2             | Group task – Service blueprint development                                                                                                                                                                                 | 2                    |     |
|                                                                                                                                                                  | 13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Crafting the service environment                               | 2             | Group task – balancing demand and capacity                                                                                                                                                                                 | 2                    |     |
|                                                                                                                                                                  | 14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Quality in services and final remarks                          | 2             | Group task – analysing service environments                                                                                                                                                                                | 2                    |     |
|                                                                                                                                                                  | 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | End-Term Exam                                                  |               |                                                                                                                                                                                                                            |                      |     |
| Format of instruction                                                                                                                                            | <input checked="" type="checkbox"/> lectures<br><input checked="" type="checkbox"/> seminars and workshops<br><input checked="" type="checkbox"/> exercises<br><input type="checkbox"/> on line in entirety<br><input checked="" type="checkbox"/> partial e-learning<br><input type="checkbox"/> field work                                                                                                                                                                                                                                                                                     |                                                                |               | <input checked="" type="checkbox"/> independent assignments<br><input type="checkbox"/> multimedia<br><input type="checkbox"/> laboratory<br><input type="checkbox"/> work with mentor<br><input type="checkbox"/> (other) |                      |     |
| Student responsibilities                                                                                                                                         | Mandatory participation in self-evaluation activities and active participation in other course activities (case studies, discussions, group projects)<br>In order to meet module requirements for activities, students must take 70% of self-evaluation quizzes.<br>Active participation in course activities includes participation in individual and group tasks – assignments, discussions, case studies etc. These are evaluated through register of activities (quizzes taken, student papers submitted).<br>Meeting module requirements is the prerequisite for taking the exam.           |                                                                |               |                                                                                                                                                                                                                            |                      |     |
| Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course) | Class attendance (evaluated through self-evaluation quizzes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0,1                                                            | Research      |                                                                                                                                                                                                                            | Practical training   |     |
|                                                                                                                                                                  | Experimental work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                | Report        | 1.25                                                                                                                                                                                                                       | Case studies (Other) | 0,4 |
|                                                                                                                                                                  | Essay                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                | Seminar essay |                                                                                                                                                                                                                            | (Other)              |     |
|                                                                                                                                                                  | Tests                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3,25*                                                          | Oral exam     |                                                                                                                                                                                                                            | (Other)              |     |
|                                                                                                                                                                  | Written exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3,25*                                                          | Project       |                                                                                                                                                                                                                            | (Other)              |     |
| Grading and evaluating student work in class and at the final exam                                                                                               | During the semester, there will be two - mid and end-term exams, contributing a total of 65% to the final grade. Mid and end-term exams can be oral and/or written. In addition, students will be assigned to groups, working on a project which contributes 25% to the final grade (number of students per project group will be determined by lecturer). Active participation in group projects will be peer-evaluated by group members. Finally, during the semester quizzes from selected topics will be held contributing 6% to the final grade. Taking self-evaluation quizzes contributes |                                                                |               |                                                                                                                                                                                                                            |                      |     |

|                                                                                | <p>final 4% to the final grade.</p> <p>*Students who pass the mid and end-term exams do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.</p> <p>Grading system for the exams:</p> <p>0-54 fail (1)</p> <p>55-66 satisfactory (2)</p> <p>67-77 good (3)</p> <p>78-88 very good (4)</p> <p>89-100 excellent (5)</p> <p>In order to achieve a passing grade, students need to have:</p> <ul style="list-style-type: none"> <li>- successfully passed both exams (achieving a minimum of 55 points on each test)</li> <li>- actively participated in group project work which have been graded positively</li> </ul> <p>Final grade is calculated as the sum of:</p> <ol style="list-style-type: none"> <li>1) sum of written exam grades (weighting factor - 0.65)</li> <li>2) sum of group assignment grades (weighting factor - 0.25)</li> <li>3) sum of individual assignment grades (weighting factor - 0.06)</li> <li>3) percentage of self-evaluation quizzes taken (weighting factor - 0.04)</li> </ol> <p>Students who fail mid and end-term exams need to take the final exam. The final exam can be organised as a written or oral exam.</p> <p>Students who pass both mid and end-term exam do not need to take the final exam.</p>                      |                                 |                              |
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| Required literature<br>(available in the library and via other media)          | Title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Number of copies in the library | Availability via other media |
|                                                                                | Ozretić-Došen, Đ. 2002. Osnove marketinga usluga. Zagreb, Mikrorad.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 4                               | -                            |
| Optional literature<br>(at the time of submission of study programme proposal) | <ul style="list-style-type: none"> <li>- Wirtz, J. i Lovelock, C. 2016. Services Marketing: People, Technology, Strategy. 8th ed. World Scientific Publishing.</li> <li>- Lovelock, C, Vandermerwe, S and Lewis, B. 1999. Services Marketing: A European Perspective. Prentice Hall</li> </ul> <p>Case studies and journal articles</p> <ul style="list-style-type: none"> <li>- Shostak, L.G. 1977. Breaking Free from Product Marketing. Journal of Marketing. April. pp 73-80</li> <li>- Berry, L. 1986. Big Ideas in Services Marketing. Journal of Consumer Marketing. 3 (2). pp 47-51</li> <li>- Vargo, S. L., and Lusch, R. F. (2004). 'Evolving to a New Dominant Logic for Marketing', Journal of Marketing, 68(1), 1-17.</li> <li>- Vargo, S. L., Maglio, P. P., and Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. European Management Journal, 26(3), 145-152.</li> <li>- Berry, L. 2016. Revisiting "Big ideas in services marketing" 30 years later. Journal of Services Marketing. 30(1). pp. 3-6.</li> </ul> <p>Other sources:</p> <ul style="list-style-type: none"> <li>- Marketing Science Institute (<a href="http://www.msi.org">www.msi.org</a>)</li> <li>- Ja Trgovac (<a href="http://www.jatrgovac.com">www.jatrgovac.com</a>)</li> </ul> |                                 |                              |
| Quality assurance methods that                                                 | • Evaluation of class attendance and fulfilment of student obligations (course teacher)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |                              |

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| ensure the acquisition of exit competences | <ul style="list-style-type: none"> <li>• Teaching supervision (vice dean)</li> <li>• Analysis of studying successfulness across all study courses (vice dean)</li> <li>• Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre)</li> <li>• Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)</li> </ul> |
| Other (as the proposer wishes to add)      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |