

Tárgytematika / Course Description**Service Marketing and Management****KGNM_MMTA018****Tárgyfelelős neve /****Teacher's name:** dr. Ercsey Ida**Félév / Semester:** 2019/20/1**Beszámolási forma /****Assesment:** Vizsga**Tárgy heti óraszám /****Teaching hours(week):** 2/2/0**Tárgy féléves óraszám /****Teaching hours(sem.):** 0/0/0**OKTATÁS CÉLJA / AIM OF THE COURSE**

The purpose of this course is to introduce you to services marketing as a separate and distinct area of marketing thought and practice and help you to understand its powerful influence in competitive markets.

TANTÁRGY TARTALMA / DESCRIPTION

Introduction to Services Marketing.
Positioning Services in Competitive Markets.
Applying the 4Ps of Marketing to Services. Developing Service Products and Brands.
Applying the 4Ps of Marketing to Services. Setting Prices and Implementing Revenue Management.
Applying the 4Ps of Marketing to Services. Distributing Services through Physical and Electronic Channels.
Applying the 4Ps of Marketing to Services. Promoting Services and Educating Customers.
Designing Service Processes.
Balancing Demand and Capacity.
Crafting the Service Environment.
Managing People for Service Advantage.
Managing Relationships and Building Loyalty.
Complaint Handling and Service Recovery.
Improving Service Quality and Productivity.
Marketing trends in the service market.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Final grades will be determined by the following evaluation criteria and formula. Individual class participation, presentation, and case report: 30%, Exam: 70 %.

Grading Scale:

0 – 50 unsatisfactory (1)

51 – 65 satisfactory (2)

66 – 80 moderate (3)

81 – 90 good (4)

91 – 100 excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature: Jochen Wirtz-Christopher Lovelock: Essentials of Services Marketing, Pearson, 2017.

Additional readings (e.g. articles, studies, ..) that will be distributed during the course.
