

Tárgytematika / Course Description

Service Marketing and Management

KGNM_MMTA018

Tárgyfelelős neve /

Teacher's name: dr. Ercsey Ida

Félév / Semester: 2020/21/1

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.

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: 50%, Exam: 50 %.

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.