

## **Tárgytematika / Course Description**

### **Service Marketing and Management**

**KGNM\_MMTA018**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Dernóczi-Polyák Adrienn

**Félév / Semester:** 2022/23/1

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/2/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/0/0

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### **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.

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### **TANTÁRGY TARTALMA / DESCRIPTION**

1. Introduction to Services Marketing.
2. Positioning Services in Competitive Markets.
3. Applying the 4Ps of Marketing to Services. Developing Service Products and Brands.
4. Applying the 4Ps of Marketing to Services. Setting Prices and Implementing Revenue Management.
5. Applying the 4Ps of Marketing to Services. Distributing Services through Physical and Electronic Channels.
6. Applying the 4Ps of Marketing to Services. Promoting Services and Educating Customers.
7. Designing Service Processes.
8. Balancing Demand and Capacity.
9. Crafting the Service Environment.
10. Managing People for Service Advantage.
11. Complaint Handling and Service Recovery.
12. Improving Service Quality and Productivity.

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### **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD**

Requirements for getting access to examinations for obtaining the signature:

- Students must participate in the Seminars and they can only miss it twice during the semester.
- Students are expected to prepare the cases, exercises within the deadline.

Final grades will be determined by the following evaluation criteria and formula.

- Individual class participation, presentation, and case report: 50%,
- Exam: 50 %. Students have to fulfil at least 50 % of the total points to the exam.

Grading Scale:

0 – 50 unsatisfactory (1)

51 – 65 satisfactory (2)

66 – 80 moderate (3)

81 – 90 good (4)

91 – 100 excellent (5)

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

Compulsory literature: Jochen Wirtz-Christopher Lovelock: Essentials of Services Marketing, Pearson, 2018.

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