

Tárgytematika / Course Description Services Marketing

MENB_AVTA062

Tárgyfelelős neve /

Teacher's name: Miklósné dr. Varga Anita

Félév / Semester: 2024/25/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/1/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

Aim of the course:

Service marketing in the agricultural context involves promoting and delivering services that support the agricultural industry. This can include a wide range of services, such as agricultural consulting, equipment maintenance, supply chain logistics, and even digital tools for farm management.

- 1. Understanding Agricultural Service Needs:** Grasp the unique demands of farmers and agribusinesses, focusing on seasonal cycles, regulations, and sustainability.
- 2. Agricultural Consumer Behavior:** Address the decision-making processes of both individual farmers (B2C) and larger agribusinesses (B2B), emphasizing trust and relationships.
- 3. Targeted Marketing:** Showcase how services can boost efficiency, cut costs, and enhance yields, emphasising education and community reputation.
- 4. Tech-Driven Solutions:** Leverage technology like precision farming tools and data analytics to address specific agricultural challenges.

In this course, students will explore the unique challenges and opportunities in marketing agricultural services. Students will develop a deep understanding of the agricultural industry, consumer behaviour, and effective marketing strategies in business-to-customer and business-to-business contexts.

TANTÁRGY TARTALMA / DESCRIPTION

Description:

- 1. Introduction to Agricultural Service Marketing:** Overview of basic terms, industry scope, and key requirements.
- 2. Understanding Agricultural Markets, Challenges:** Market segmentation, targeting, and the role of agribusiness in service marketing.
- 3. Consumer Behavior in Agriculture:** Analysis of B2C and B2B customer behaviors and decision-making

processes.

4. **Service Quality and Customer Expectations:** Strategies for managing service quality and meeting the specific expectations of agricultural customers.
 5. **Service Product Development:** Designing and adapting agricultural services to meet evolving market needs.
 6. **Pricing Strategies for Agricultural Services:** Approaches to pricing services effectively in a competitive agricultural market.
 7. **Promotion and Communication in Agriculture:** Effective marketing communication strategies tailored for agricultural services.
 8. **Distribution and Supply Chain in Agricultural Services:** Managing logistics and distribution networks to optimize service delivery.
 9. **Digital Transformation and Technology in Agriculture:** The role of digital tools, precision farming, and data analytics in enhancing service offerings.
 10. **Customer Relationship Management (CRM) in Agriculture:** Building and sustaining strong customer relationships in the agricultural sector.
 11. **Sustainability and Ethical Marketing:** Promoting sustainable and ethical practices in the marketing of agricultural services.
 12. **Case Studies and Industry Best Practices:** In-depth analysis of successful service marketing strategies in the agricultural context.
 13. **Presentations of the assignments**
 14. **Final written exam:** A comprehensive exam covering all key topics discussed during the course. This may include multiple-choice questions, short answers, and essay questions.
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SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assesment's method:

To receive the course signature, students must attend both lectures and practical sessions, achieve at least a passing grade on the final exam, and complete the assigned project to an acceptable standard, submitting it by the deadline and presenting it. Students who fail to attend at least 50% of the lectures and practical sessions will not be eligible for the course signature. The specific requirements and attendance rules will be detailed in the first lecture.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory material:

Lovelock, Vandermerwe, Lewis, Fernie (2004): Service Marketing: chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Services-Marketing.pdf

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Recommended material:

1. Lovelock, C., & Wirtz, J. (2015). *Service marketing: People, technology, strategy* (7th ed.). Pearson. ISBN 978-0134167672
2. Course presentation materials on Moodle

3. Wirtz, J., & Lovelock, C. (2016). *Essentials of services marketing* (3rd ed.). Pearson. ISBN 978-0134188653
4. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Wilson, A. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education. ISBN 978-1260010054