



## COURSE SYLLABUS

# Service Management and Marketing, 7.5 credits

*Service Management and Marketing, 7,5 högskolepoäng*

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<b>Course Code:</b> MLFN13	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Jul 1, 2013	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Mar 1, 2021	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 23, 2021	<b>Specialised in:</b> G2F
<b>Version:</b> 6	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. explain and evaluate the phenomenon of services from a management perspective.
2. describe, explain and evaluate the service process and its particularity compared to product systems
3. classify, explain and analyse concepts, models, and theories of service management and marketing.

Skills and abilities

4. apply a mix of practical and theoretical features applicable when managing and marketing services in different contexts.
5. analyse problems in the management and marketing of services, evaluate alternatives to solve these problems and argue for best service practices.

Judgement and approach

6. display a service mindset essential to customer relationships in a service context.
7. analyze and critically reason about the fundamentals of service management and marketing.

### Contents

The course builds on general theories in marketing and management, which are further applied in a service context. The students are invited to the field essentially through classical models and concepts of Service Management and Marketing. The focus of the course is on services in different contexts and not on the 'pure' service sector. The different contexts emphasized are for example: services in the business-to-business sector, in knowledge intensive firms, and in traditional service firms.

### Connection to Research and Practice

The course provides with cutting-edge theories, domains and perspectives in services marketing including (but not limited to) service management, service logics and customer logics. It also

connects students with internal and external faculty who are research focused through lectures and seminars where the researchers make available to students their own published research, insights and expertise in form of teaching material. It thereby connects students to a range of JIBS' focus areas such as service innovation, renewal and ethics to mention a few.

The above research focused approach provides students with a reflective mindset to observe and analyze real-world services marketing practice with a platform of methods and tools. In addition, the practical connections brought into the course are lectures from Service Companies Executives about their challenges with the above concepts and real live problem-solving cases with these companies.

### Type of instruction

Lectures, seminars, discussions and group work.

The teaching is conducted in English.

### Prerequisites

60 credits in Business Administration or Economics including at least 7.5 credits in basic marketing and management courses (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual written exam (ILOs: 1, 2, 3 & 5) representing 4 credits.

Group assignment (ILOs: 3, 4, 5) representing 2,5 credits

Individual assignment (ILOs: 1, 6 & 7 ) representing 1 credit.

All parts of compulsory examination in the course must be passed with a passing grade before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>1</sup>	4 credits	A/B/C/D/E/FX/F
Group assignment <sup>1</sup>	2.5 credits	A/B/C/D/E/FX/F
Individual assignment <sup>1</sup>	1 credit	U/G

<sup>1</sup> All parts of compulsory examination in the course must be passed with a passing grade before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible

improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### **Other information**

#### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

#### Literature

Wilson, A., Zeithaml, V, Bitner, M-J. and Gremler, D. 2012. *Services Marketing: Integrating Customer Focus Across the Firm*. Latest edition. McGraw-Hill. ISBN: 9780077131715

#### Case studies

Complementary academic literature based both on few classic readings and contemporary research from service management and marketing related academic publications.