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Course item:

1. INFORMATION ABOUT THE COURSE**A. Basic information**

Name of course	Marketing Services
Study level	<i>first degree</i>
Unit running the study programme	<i>Faculty of Management</i>
Study programme	<i>Management</i>
Speciality	
Name of teacher (s) and his academic degree	<i>Maciej Schulz, PhD.</i>
Introductory courses	<i>Marketing</i>
Prerequisites	<i>Basic knowledge of marketing</i>

B. Semester/week schedule of classes

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
fall, spring	15				15		3

2. EFFECTS OF EDUCATION (acc. to National Qualifications Framework)

Knowledge	<i>On successful completion of the course student is supposed to know the nature, characteristics and specifics of services. It is also necessary to know the rules and methods of marketing management in services.</i>
Skills	<i>On successful completion of the course student is supposed to have the ability to assess market effects and risks in the environment of service institutions as well as to plan marketing strategy for institutions on the service market.</i>
Competences	<i>On successful completion of the course student is supposed to be creative in searching the best solution in planning marketing strategies for institutions on the service market.</i>

3. TEACHING METHODS

<i>multimedia lecture</i>

4. METHODS OF EXAMINATION

<i>Exam</i>

5. SCOPE

Lectures	<p>1. Services in the management process. The role of the service sector in the economy. The concept of services. Usage of the concept of marketing in service activities. Development of services as an economic sector.</p> <p>2. Characteristics of service marketing. The concept of service marketing and its specific features. The separation of services and the resulting consequences. Classifications of services. Services in the production sector. Market and consumption of services. Limitations of services. Marketing approach to services.</p> <p>3. Investigating the purchaser of services and competition. Needs and the motives of the service buyer. Segmentation and product positioning in the services market. Factors shaping the demand for services and methods for measuring this demand. Competition activities and</p>
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	<p>methods of competition testing on the field of services. Marketing research process in the field of services.</p> <p>4. Marketing strategies in services.</p> <p>Formulating a marketing strategy for services. Analysis of the service company's situation. Building a hierarchy of service company goals. Investment priorities on the field of services. Selection of service strategies. Construction of a marketing program (marketing - mix). Construction of a strategic plan and other related plans. Developing the budget of the strategic plan.</p>
Classes	

6. LITERATURE

Basic literature	<p>Peter Mudie, Angela Cottam, Services Marketing Management, Elsevier Ltd, 2011;</p> <p>2. Author(s): Christopher Lovelock Christopher H. Lovelock, Principles of Service Marketing and Management</p>
<i>Supplementary literature</i>	<p>1. Author(s): Malcolm McDonald, Adrian Payne Marketing Plans for Service Businesses, Second Edition: A Complete Guide</p>