

## SERVICES MARKETING

Title of Study Programme and Code		Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Transport Business 6531LX074		Compulsory		2 <sup>nd</sup> year
Semester/trimester when the component is delivered		Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
4 <sup>th</sup>		3 ECTS	English	Face - to - face, e-learning
Learning outcomes			Study methods	Assessment methods
After completion of the study subject, a student should be able:			Lectures; Discussions; Study of references; Analysis of case studies; Practical works; Group presentation.	Assessment of practical assignments; Test; Project work.
LO 1	To explain the principles of services marketing.			
LO 2	To describe the services marketing mix elements and their measures.			
LO 3	To analyze environmental factors of service company.			
LO 4	To select the appropriate marketing tools for the specific service company.			
LO 5	To develop marketing plan for the service company.			
LO 6	To know and apply the service quality evaluation criteria.			
Prerequisites (these courses must be sucessfully completed prior to taking this particular course)				
Psychology, Microeconomics and Macro Economics, Fundamentals of Entrepreneurship, Module: Research and IT				
Course content				
1. Service marketing concept. 2. Service marketing research. 3. Service marketing mix and tools. 4. Quality of the services.. 5. Interaction of service providers and customers. 6. Service marketing planning.				
Recommended or required reading and other learning resources/tools				
1. Wirth J., Lovelock Ch. H. (2018). Essentials of Service Marketing. England: Pearson Education Limited.				

2. Lovelock Ch.H., Vandermerwe S., Lewis B., Fernie S. (2016). Services Marketing. Edinburg Business School.
3. Zeithaml V.A., Bitner M.J., Gremler D.D. (2009). Services Marketing: integrating customer focus across the firm. NewYork: McGraw-Hill.