

**SYLLABUS**

# **Service Marketing 7.5 credits M7009N**

**Tjänstemarknadsföring**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2022-08-22**

# Service Marketing 7.5 credits M7009N

## Tjänstemarknadsföring

### Second cycle, M7009N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass, of which at least 60 credits in Business Administration. This must include the following course: Principles of marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 30-285 credits

## Course Aim

The aim of the course is for the student to develop knowledge and ability in services marketing. After passing the course, the student should be able to:

- explain and critically reflect on concepts, theories and models in service marketing
- describe how services are produced, consumed, and communicated
- explain how marketing of services is different from marketing of goods
- apply concepts, theories and models in order to analyse practical situations in service companies/organizations
- critically review scientific articles and explain their contributions in the area of services marketing
- define a research problem and conduct an empirical study of a service company/organization
- produce a written report in which marketing activities in a service-producing company/organization are analyzed, utilizing a theoretical framework
- give an oral presentation of the content of an analysis of marketing activities in a service-producing company/organization

## Contents

The course involves marketing of services from different points of view. Design as well as production and communication of services are analysed both from the customer's and the producer's perspective. Relationships between external, internal and interactive marketing are also considered. Service quality is a central theme of the course.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, supervision, and individual assignments, as well as case studies and project work which are conducted in groups. The course is given in English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided.

In an oral exam, the student should demonstrate the ability to:

- explain concepts, theories and models in service marketing
- explain how services are produced, consumed, and communicated
- explain how marketing of services is different from marketing of goods

In individual assignments, the student should demonstrate the ability to:

- critically reflect on concepts, theories and models in service marketing

In group assignments and seminars, the student should demonstrate the ability to:

- apply concepts, theories and models in order to analyse practical situations in service companies/organizations
- critically review scientific articles and explain their contributions in the area of services marketing
- define a research problem and conduct an empirical study of a service company/organization
- produce a written report in which marketing activities in a service-producing company/organization are analysed, utilizing a theoretical framework
- give an oral presentation of the content of an analysis of marketing activities in a service-producing company/organization

Presence during compulsory sessions is required.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@itu.se](mailto:eduetks@itu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

## Overlap

The course M7009N is equal to U7049N

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Oral examination	U G#	3	Mandatory	A20	
0003	Individual assignments	U G#	0.5	Mandatory	A20	
0004	Group assignments and seminars	U G VG *	4	Mandatory	A20	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-08-22

## Syllabus established

by Department of Business Administration and Social Sciences 2007-02-28