

SYLLABUS

Service Marketing 7.5 credits U7049N

Service Marketing

Course syllabus admitted: Autumn 2012 Sp 1 - Autumn 2013 Sp 2

**DECISION DATE
2013-04-17**

Service Marketing 7.5 credits U7049N

Service Marketing

Second cycle, U7049N

Education level
Second cycle

Grade scale
G U 3 4 5

Subject
Företagsekonomi

Subject group (SCB)
Business Administration

Entry requirements

Bachelor's degree of 180 credit, including at least 60 credits business administration courses or a Bachelor's degree of 180 credit and at least 4 years of managerial work experience. Documented proficiency in English is also required. The following international exams and minimum scores will be accepted: International English Language Testing System (IELTS): 6.0 (with no part of the test below 5.0) or Test of English as a Foreign Language (TOEFL) paper based 550 points/computer based 213 points/ Internet based 79 points.

Selection

The selection is based on 30-285 credits

Examiner

Åsa Wallström

Course Aim

The goal of the course is for the student to develop their knowledge and ability in service marketing. After passing the course the student should be able to: - explain and use concepts in service marketing - describe how services are constructed, produced, and communicated - explain how marketing of services is different from marketing of goods - critically review scientific articles and explain their contributions - reflect on the content of scientific articles - create a written report where a service producing organization marketing activities are analyzed utilizing a theoretical framework - give an oral presentation of the content of an analysis of a service producing organization marketing activities

Contents

The course considers marketing of services from different points of view. Construction as well as production and marketing of services are analyzed both from the customers and the producers perspective. Also relationships between external, internal and interactive marketing is considered. A central issue of the course is service quality.

Realization

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

Lecture/lessons, seminars, supervision, group assignments, case studies and project work.

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. Written test, reports on team assignments, case studies, and project work. A requirement for passing the course is attendance at compulsory sessions.

Remarks

Contract teaching course.

Presence during compulsory sessions is required. Contact: ETKS educational administration eduetks@ltu.se.

Overlap

The course U7049N is equal to M7009N

Literature. Valid from Autumn 2009 Sp 1

Not yet set

Course offered by

Department of Business Administration, Technology and Social Sciences

Items/credits

| Number | Type | Credits | Grade |
|--------|----------------------------------|---------|-----------|
| 0001 | Compulsory tests and assignments | 7.5 | G U 3 4 5 |

Last revised

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2013-04-17

Syllabus established

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2013-04-17