

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
“POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Service Marketing»

for 2022-2023 academic year

Year and semester of study	elective course
Educational program / specialization	
Speciality	
Sphere	
Degree	Bachelor

Professor,
Degree,
position

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Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.marketing.puet.edu.ua/
Distance Course	https://el.puet.edu.ua/

Course description

Aim of the course	<p>The goal of the course "Service Marketing" is the formation of students' knowledge, skills and abilities regarding the peculiarities of marketing services as a specific product and the conditions, mechanisms and tools of its use in the activities of enterprises in the service sector.</p> <p>The main tasks of the course:</p> <ul style="list-style-type: none">- to form students' stable knowledge of the theory of service marketing;- to master the method of marketing services for the purpose of information support for making management decisions at the enterprise that provides them;- help students acquire skills and abilities for independent development and management of a service as a product;- to implement the acquired knowledge in the search for ways and reserves to improve the marketing of the enterprise in the field of services in accordance with constantly changing market conditions.
Length	5 credits (150 hours (lectures – 20, practical classes - 40, independent work - 90))
Forms and Methods of instruction	Practical classes in the classroom, independent work
Control	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
Basic skills	Speaking, listening, writing and reading skills
Language of instruction	English

The list of competencies provided by this course, program learning outcomes

Learning outcomes	Competencies
<p>Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and practical application of marketing tools;</p> <p>Demonstrate the ability to apply and implement an interdisciplinary approach marketing functions of the market entity;</p> <p>Act socially responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms</p>	<p>Ability to correctly apply methods, techniques and tools of marketing;</p> <p>Ability to develop marketing support for business development in conditions of uncertainty;</p> <p>Ability to plan and conduct effective marketing activities of the market entity in cross-functional terms;</p> <p>ability to offer improvements in the functions of marketing activities.</p>

Content of the course

Topic	Types of work	Tasks for independent work
<i>Module 1. «Basic conceptual provisions of marketing services»</i>		
Topic 1. The difference between goods and services	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 2. Financial services	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 3. Innovation and Services Development	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 4. Social and service services.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 5. Hotel, restaurant and tourist services..	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
<i>Module 2. «Marketing tools in the service sector»</i>		
Topic 6. Pricing policy in service marketing.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 7. Sales policy in service marketing.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 8. Communication policy in service marketing	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks
Topic 9. Digital services	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent	Performing practical tasks

Topic	Types of work	Tasks for independent work
	work.	
Topic 10. Industrial services	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks

Literature

1. Enid Burns, "Marketers Push Toward Integrated Marketing Campaigns," *ClickZ Network*, June 14, 2006 (<http://www.clickz.com/3613506>), accessed September 8, 2009.
2. "BBMG Study: Three-Fourths of U.S. Consumers Reward, Punish Brands Based on Social and Environmental Practices," *CSR Wire*, June 2, 2009 (http://www.csrwire.com/press/press_release/27052-BBMG-Study-Three-Fourths-of-U-SConsumers-Reward-Punish-Brands-Based-on-Social-and-Environmental-Practices), accessed July 24, 2009.
3. William B. Baker, "Sony Pays Record Civil Penalty to Settle COPPA Violations," *Privacy in Focus*, January 2009 (http://www.wileyrein.com/publication.cfm?publication_id=14098), and "Mrs. Fields Cookies and Hershey's Foods Assessed Largest Penalties to Date for COPPA Violations," *Computer and Internet Lawyer*, 20 (May 2003), pp. 30–31.

Software

Microsoft Office.

Policy of evaluation

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including the use of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>.

Grading

Types of work	Maximal points
Module 1 (Topics 1-5): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	50
Module 2 (Topics 6-8): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	50
Total	100

Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)