

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
S. KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



Маркетинг послуг (Service marketing)
Syllabus of the academic discipline

Branch of knowledge *all*
Speciality *all*
Educational level *second (master's)*
Educational programme *all*

Discipline type *selective*
The language of teaching,
learning and rating *English*

Head of Department of the Tourism

A handwritten signature in blue ink, which appears to be "O.S.", is written over a faint circular stamp.

Olena SUSHCHENKO

Kharkiv
2020

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



Маркетинг послуг (Service marketing)
робоча програма навчальної дисципліни

Галузь знань *усі*
Спеціальність *усі*
Освітній рівень *другий (магістерський)*
Освітня програма *усі*

Вид дисципліни *вибіркова*
Мова викладання, навчання та оцінювання *англійська*

Завідувач кафедри туризму

Олена СУЦЕНКО

Харків
2020

APPROVED
at a meeting of Department of the Tourism
Protocol № 1 of 26.08.2020.

Compiled by: O. Stryzhak, Associate Professor of Department of the Tourism

Letter of renewal and re-approval of the syllabus of the academic discipline

Academic year	Date of the meeting of the department	Protocol number	Signature of the Head of the Department

Introduction

The service sector dominates in structure of economy in most developed countries. A steady increase of its share is observed at the present time. The service sector generates a significant part of GDP and new jobs in the sector of non-material production. So the development of other sectors of the national economy is stimulated. Therefore the issue of research problems of the service is relevant and timely. A prerequisite of successful activity of modern professionals is getting relevant knowledge and skills about characteristics of company's activity at the service market. The issue of marketing research becomes essential in the context of the intensification of competition at world markets and of overproduction crisis. For that reason future specialists must master theoretical knowledge and develop practical skills in their application in the realities of a market economy.

The Purpose of the Academic Discipline is formation of a system of theoretical knowledge and practical skills acquisition by students in marketing activities of services enterprises, marketing research in the market of services, identification of services enterprises development in modern conditions and using complex of marketing methods in their activities.

Characteristics of the discipline

Academic year	1 M
Semester	2
Number of Credits ECTS	5
Final assessment	test

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
World economy and international economic relations	Methodology and organization of scientific research
Marketing	Internet-Marketing
Economics of the enterprise	Cross-cultural communicative management

Competencies and learning outcomes of the discipline

Competence	Learning outcomes
Assessment of the influence of environment factors on the market of services	Knowledge, skills and abilities of functioning and development of services market
Ability to use marketing tools to research services	
Ability to segment the services market according to selected segmented factors	
Identification of characteristics and features of services as a specific product	Knowledge, skills and abilities of production and sales of services
Assessment and analysis of the quality and competitiveness of the service	
Formation of prices for services	
The choice of marketing tools promoting services	
Develop a marketing strategy for the development of service industries	

The program of the discipline

Module 1. The essence and features of service marketing

Theme 1. The sphere of services in modern society

Relationship material production and non-production sphere. Structural changes in the economic paradigm of social development. Service Industry. The essence and characteristics of services. Impersonality of service. The inalienability of services production and consumption. Inability to store the service.

Theme 2. Market of services and its characteristics

Purpose and structure of the national classification of services (State Classifier of Products and Services - DK 016-97). International classifications of activities, products and services. Classification of GATT / WTO services. International trade of services. International regulation of the service market. The purpose and basic requirements of the international standard ISO 9004-2. National service market.

Theme 3. Features of marketing service

Marketing in a modern economy. Basic Marketing Concepts. Stages of formation of marketing services. The essence and features of marketing service. Differences between service marketing and product marketing. The system of marketing tools, their structure and features of application in the sphere of services. Marketing environment. Elements of internal environment and external environment.

Theme 4. Marketing research at the market of services

Marketing information system of the service organization. Primary marketing information. System of marketing information analysis. The external environment in the service sector. Micro- and macro environment factors in the service sector. SWOT analysis. Opportunities and threats. Strengths and weaknesses of the internal environment. Dominant business environment factors. Assessment of market conditions of services. Determining the market service capacity.

Theme 5. Consumer behaviour at the market of services

Features of the decision-making process by the consumer about the purchase of services. Models of consumer behaviour. Model "simplicity-complexity of estimation". Customer Behaviour Model "Acceptable - Desired Quality Level of Service". Customer Behaviour Model "Perception - pleasure". Characteristics of the decision making process for the acquisition of services. Brand loyalty of consumers.

Module 2. The marketing complex of the service enterprise

Theme 6. Quality of service and standards of service

Definition and quality of service and its indicators. Service quality model. Five-step service quality model. Improving the quality of service. Standard of service and procedure for its development. Quality of service as a competitive advantage of the company. Studying of customer satisfaction on service delivery

Theme 7. Price and pricing for services

Price in the marketing complex of the service sector. The essence of pricing. Types and classification of prices in the service sector. Pricing strategy. Pricing methods: cost-oriented, with a focus on the level of competition, with a focus on demand. Definition and implementation of pricing strategy, types of pricing strategies. Peculiarities of pricing in different spheres of services. Price differentiation. Ways to reduce the cost of providing services.

Theme 8. Marketing strategy of the service enterprise

The essence of strategic marketing planning. The essence and criteria segmentation of service market. Segmentation of the market depending from service type. The concept of the target market. Marketing strategy of the enterprise, stage of service life cycle, matrix of strategies, matrix "growth - market share". Brand features, Brand strategy.

Theme 9. Communicative policy at the service sector

Formation and management of sales channels of service companies. Choosing mediators and determining the form of work with them. Marketing communication policy. The essence of marketing communications and their features at the service sector. Structure and channels of a complex of marketing communications. Sales promotion: PP, direct marketing/ etc. Public relations and their importance at the service sector.

Theme 10. Services promotion

Specificity of advertisement at the market of services. Types of advertising services. Advertising campaign Ad budget and media planning. Evaluation of the results of advertising companies. Formation of public opinion; the image of the firm; rules for creating favourable conditions for the sale of services. Examples of implementing successful advertising campaigns in the service sector. The corporate clients market and the promotion "business-to-business".

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Teaching the academic discipline involves active and interactive methods of studies – business games, trainings, active seminars, consideration of cases, moderation, work in a team. Problem lectures are directed at the development of students' logic thinking. The range of questions on the theme of a lecture is limited to two or three key points, the attention of students is concentrated on the material that has not been covered in textbooks.

Using techniques of enhancing the process of learning

The theme of discipline	Practical application of techniques	Techniques of enhancing the process of learning
<i>Theme 1.</i> The sphere of services in modern society	The theme of the seminar "Features of services"	Seminars-discussions and presentations
<i>Theme 2.</i> Market of services and its characteristics	The theme of the seminar "International regulation of the services market"	Work in small groups, presentations
<i>Theme 3.</i> Features of marketing service	The theme of the seminar "Differences between service marketing and product marketing"	Seminars-discussions and presentations
<i>Theme 4.</i> Marketing research at the market of services	The theme of the seminar "The main directions of marketing research of the service company brand"	Seminars-discussions and presentations
<i>Theme 5.</i> Consumer behaviour at the market of services	The theme of the seminar "Models of consumer behavior"	Work in small groups, presentations
<i>Theme 6.</i> Quality of service and standards of service	The theme of the seminar "Service quality indicators"	Seminars-discussions and presentations

<i>Theme 7. Price and pricing for services</i>	The theme of the seminar "Features of pricing in different service industries"	Work in small groups, presentations
<i>Theme 8. Marketing strategy of the service enterprise</i>	The theme of the seminar "Functions of brands, brand strategy"	Seminars-discussions and presentations
<i>Theme 9. Communicative policy at the service sector</i>	The theme of the seminar "Public relations and their importance in the service sector"	Seminars-discussions and presentations
<i>Theme 10. Services promotion</i>	The theme of the seminar "Examples of implementing successful advertising campaigns in the service sector"	Work in small groups, presentations

Procedure for evaluation learning outcomes

The system of evaluation of the developed competencies of students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system; control procedures include:

the current control during the semester at lectures and seminars is estimated by the sum of points;

the module control carried out in the form of a colloquium, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline – a content module;

the final / semester control, conducted in the form of a final test, according to the educational schedule.

The current assessment procedure. Assessment of student's knowledge during seminars and performance of individual tasks is carried out according to the following criteria: the degree of understanding and comprehension of the theory and problems under consideration; the degree of comprehension of the actual discipline material; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted in an audience; logic, structure, style of presentation in written works and presentations in the audience, ability to substantiate own point of view, to generalise information and to draw conclusions; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalisations of concepts and phenomena; formatting of a work.

The general criteria for evaluating non-auditing independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematise knowledge on specific themes, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques of performing practical tasks, the ability to find the necessary information, carry out its systematisation and processing, self-realisation on practical lessons and seminars.

Current control of this discipline is carried out in the following forms:

active work in lectures (1 point for each lesson) provided that the student actively participates in the discussion of the theme of the lesson, the formation of questions and expressing their views on the theme of the lesson; total number of points 16;

active participation in the implementation of practical tasks (1 point for each lesson), provided that the student actively participates in the discussion on the theme of the lesson; total number of points 16;

Forms of current assessment and methods of demonstrating learning outcomes:

tasks by themes. During the semester students complete tasks on all themes, namely: theme 1 (2 tasks); theme 2 (2 tasks); theme 3 (2 tasks); theme 4 (1 task), theme 5 (1 task), theme 6 (1 task), theme 7 (1 task); theme 8 (2 tasks); theme 9 (2 tasks); theme 10 (2 tasks); maximum score for each task - 1 point (total 16 points);

individual surveys. During the semester students have individual surveys on all themes, namely: theme 1 (2 surveys); theme 2 (2 surveys); theme 3 (2 surveys); theme 4 (1 survey), theme 5 (1 survey), theme 6 (1 survey), theme 7 (2 surveys); theme 8 (2 surveys); theme 9 (2 surveys); theme 10 (1 survey); maximum score for each survey - 1 point (total 16 points);

competency-oriented tasks. During the semester students perform competency-oriented tasks on themes 3; 7; 9; 10; maximum score - 5 points (total 20 points);

presentations. During the semester students must make presentations on themes 2; 3; 6; 8; 10; maximum score for each - 2 points (total 10 points);

written tests. During the semester students perform three written tests on themes 2; 5; 8; maximum score - 2 points (total 6 points).

The final control of the knowledge and competences of students for the discipline is carried out on the basis of the final test, the task of which is to check the student's understanding of the programme material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate a student's attitude to a particular problem of the discipline etc.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester test makes 100. The minimum number of points for the current and module control during the semester is 60.

The final score for the academic discipline is calculated by the points obtained during the current control using the accumulation system. The total score for a semester is: "60 points and higher – passed", "59 points and less – failed", and is entered into the discipline registry.

Rating assessment on the scale: national and ECTS

Total score on a 100 point scale	ECTS Assessment scale	National scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	non pass

Rating-plan of the academic discipline

Theme	Forms and types of study		Forms of evaluation	Max rating
Theme 1 (2 lessons)	<i>Classroom work</i>			
	Lecture	Lecture «The sphere of services in modern society»	Lecture work	2
	Practical study	Practical task «The sphere of services in modern society»	Active participation in the analysis and discussion	2
	<i>Self-study</i>			
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual surveys	2
		Practical tasks on the theme	Solving practical problems on the theme	2
Theme 2 (2 lessons)	<i>Classroom work</i>			
	Lecture	Lecture «Market of services and its characteristics»	Lecture work	2
	Practical study	Practical task «Market of services and its characteristics»	Active participation in the analysis and discussion	2
		Presentation of reports on the theme of the lecture	Presentation	2
		Conducting a written test	Written test	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given theme	Home task checking and grading, recitation	2	
	Practical tasks on the theme	individual surveys	2	
Theme 3 (2 lessons)	<i>Classroom work</i>			
	Lecture	Lecture «Features of marketing service»	Lecture work	2
	Practical study	Business game on the theme "Segmentation of the services market"	Active participation in the analysis and discussion	2
		Work on a competence-oriented task	Competence-oriented task defence	5
		Presentation of reports on the theme of the lecture	Presentation	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given theme	Home task checking and grading, recitation	2	
	Practical tasks on the theme	individual surveys	2	
Theme 4 (1 lesson)	<i>Classroom work</i>			
	Lecture	Lecture «Marketing research at the market of services»	Lecture work	1
	Practical study	Practical task «Marketing research at the market of services»	Active participation in the analysis and discussion	1
	<i>Self-study</i>			
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	Home task checking and grading, recitation	1
Practical tasks on the theme		individual survey	1	

Theme 5 (1 lesson)	Classroom work			
	Lecture	Lecture «Consumer behaviour at the market of services»	Lecture work	1
	Practical study	Practical task «Consumer behaviour at the market of services»	Active participation in the analysis and discussion	1
		Conducting a written test	Written test	2
	Self-study			
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual survey	1
Practical tasks on the theme		Solving practical problems on the theme	2	
Тема 6 (1 lesson)	Classroom work			
	Lecture	Lecture «Quality of service and standards of service»	Lecture work	1
	Practical study	Business game on the theme «Quality of service and standards of service»	Active participation in the analysis and discussion	1
			Presentation	2
	Self-study			
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual survey	1
Practical tasks on the theme		Solving practical problems on the theme	1	
Theme 7 (1 lesson)	Classroom work			
	Lecture	Lecture «Price and pricing for services»	Lecture work	1
	Practical study	Practical task «Price and pricing for services»	Active participation in the analysis and discussion	1
	Self-study			
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual surveys	1
		Work on a competence-oriented task	Competence-oriented task defence	5
Theme 8 (2 lessons)	Classroom work			
	Lecture	Lecture «Marketing strategy of the service enterprise»	Lecture work	2
	Practical study	Practical task «Marketing strategy of the service enterprise»	Active participation in the analysis and discussion	2
			Presentation	2
			Conducting a written test	Written test
	Self-study			
Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual surveys	2	
	Practical tasks on the theme	Solving practical problems on the theme	2	
Theme 9 (2 lessons)	Classroom work			
	Lecture	Lecture «Communicative policy at the service sector»	Lecture work	2
	Practical study	Демонстраційно-рольова гра "Переговори по телефону"	Active participation in the analysis and discussion	2
		Work on a competence-oriented task	Competence-oriented task defence	5

<i>Self-study</i>					
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual surveys	2	
		Practical tasks on the theme	Solving practical problems on the theme	2	
<i>Classroom work</i>					
Theme 10 (2 lessons)	Lecture	Lecture «Services promotion»	Lecture work	2	
	Practical study	Practical task «Services promotion»	Active participation in the analysis and discussion	2	
			Presentation	2	
		Work on a competence-oriented task	Competence-oriented task defence	5	
<i>Self-study</i>					
	Questions and tasks for self-study	Search, selection and review of the literature on a given theme	individual survey	2	
		Practical tasks on the theme	Solving practical problems on the theme	2	
				Total	100

Recommended literature

Basis:

1. Стрижак О. О. Опорний конспект лекцій «Маркетинг послуг (service marketing)» [Електронний ресурс]. – Режим доступу : https://pns.hneu.edu.ua/pluginfile.php/506489/mod_resource/content/2/%D0%9C%D0%B0%D1%
2. Chitty W., D'Alessandro St., Gray D., Hughes A. Services Marketing. - Oxford University Press; 2nd edition. - 496 p.
3. Kapoor Dr. S. K. Service Marketing: Concepts & Practices. - Tata McGraw-Hill Education, 2011. - 432 p.
4. Wirtz J., Lovelock Ch. Services Marketing: People, Technology, Strategy; 8th Edition. - World Scientific (Us). 2016. - 801 p.
5. Zeithaml V. A. Services Marketing: Integrating Customer Focus Across the Firm. - McGraw Hill Education (India) Private Limited, 2013. - 711 p.
6. Іванова Л. О., Семак Б. Б., Вовчанська О. М. Маркетинг послуг: навчальний посібник. – Львів: Видавництво Львівського торговельно-економічного університету, 2018. – 508 с.

Additional:

7. Aldoshyna M., Stryzhak O. Features of branding of higher education institution in educational services market // Modern technologies in education : Collective Scientific Monograph / Edited by W. Duczmal, I. Ostopolet / The Academy of Management and Administration in Opole. – Opole, 2019. – 130-142 pp.
8. Mudie P., Pirrie A. Services Marketing Management. - Routledge, 2012. - 280 p.
9. Wirtz J. Service Marketing Communications (Winning in Service Markets). - WS PROFESSIONAL, 2017. - 80 p.
10. Стрижак Е. О., Ахмедова Е. О. Особенности проведения рекламной кампании в туристической сфере // Туризм и гостеприимство. – 2018. - № 2. – С. 31-40.

Information resources:

11. ПНС з навчальної дисципліни «Маркетинг послуг». – Режим доступу: <https://pns.hneu.edu.ua/course/view?id=5579>