



Subject card

Subject name and code	Services Marketing, PG_00049592						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2023/2024		
Education level	first-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			English		
Semester of study	5	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska					
	Teachers	dr Natalia Przybylska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study	SUM	
	Number of study hours	30	6.0		39.0	75	
Subject objectives	Presentation of the idea of the existing of commerce and service companies on the market. Explaining marketing applications on service market. Indication of the practical applications of marketing in commerce and services.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U13] prepares written papers and oral presentations using basic theoretical approaches and various sources of literature in Polish and foreign languages	The student describes and analyses marketing activities undertaken by the service companies			[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information		
	[K6_W03] has a basic knowledge of relations both within the organisation and between the organisation and its environment on a national and international scale	The student has the deep knowledge of the specific activity of service and commerce companies on the market.			[SW1] Assessment of factual knowledge		
	[K6_K04] participates in the preparation and implementation of various organisational projects, with particular emphasis on cultural specificities	The student describes and analyses marketing activities undertaken by the service companies			[SK1] Assessment of group work skills [SK4] Assessment of communication skills, including language correctness		
	[K6_U05] uses basic methods and tools to describe and analyse the organisation's environment	The student describes and analyzes the environment of a service company			[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information		
	[K6_U09] uses theoretical knowledge to design solutions for managing the organization's resources	The student is able to design solutions for marketing management in service companies.			[SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
Subject contents	LECTURES The origin of economic knowledge about services; The essence of services and their classification; The elements of the production of services; The idea of the marketing of services; The structure of the marketing activity; Internal marketing; External marketing; Relationship marketing; Marketing mix in services; Product, Price, Distribution, Promotion, People, Material environment, Service as the process. Marketing of the chosen fields of services. TUTORIALS Overview of the services sector; Classification of services; Segmentation of the market in commerce and services; Marketing mix in commerce and service businesses (5 P's, 7 P's); Product in services; Pricing Services; Distribution of Services; Promotion of Services; People in Services; Relationship marketing of services; E-commerce.						

Prerequisites and co-requisites	Essentials of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	29.0%
	Practical exercise	51.0%	20.0%
	Written exam	51.0%	51.0%
Recommended reading	Basic literature	Ch.Lovelock, Services Marketing (7th Edition), Prentice-Hall, 2010, Ph.Kotler, G.Armstrong, Principles of Marketing (15th Edition),Prentice Hall, 2013	
	Supplementary literature	Ph.Kotler, K. Keller, Marketing Management (14th Edition), Prentice Hall, 2011, A. Payne, The Essence of Services Marketing, Prentice-Hall, Hemel Hempstead, 1993	
	eResources addresses	Adresy na platformie eNauczanie: Services in Marketing_BiM_winter_2023 - Moodle ID: 34210 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=34210	
Example issues/ example questions/ tasks being completed	The specific of the marketing activity in commerce and services. The promotion tools used in services. The meaning of the service staff.		
Work placement	Not applicable		