



Subject card

Subject name and code	SERVICES MARKETING, PG_00061178						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
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	2	Language of instruction			English		
Semester of study	3	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			assessment		
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	30.0	15.0	0.0	0.0	0.0	45
	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	45	8.0		47.0		100
Subject objectives	Identifies key information relevant to the marketing of services, evaluating their usefulness for the effective preparation of marketing activities in the organization						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_U05] designs innovative solutions to difficult problems, achieving economic and socially valuable results		designs innovative marketing activities, taking into account the specificity of services, achieving economic and social values			[SU3] Assessment of ability to use knowledge gained from the subject	
	[K6_W06] classifies the obtained information, evaluating its usefulness to solve the formulated problem		classifies the obtained information, evaluating its usefulness to develop solutions that meet specific goals of the organization			[SW1] Assessment of factual knowledge	
Subject contents	<p>LECTURES</p> <p>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</p> <p>TUTORIAL</p> <p>Overview of the services sector Classification of services Segmentation of the market in services Marketing mix in service businesses (5 Ps, 7 Ps) Product in services Pricing Services Distribution of Services Promotion of Services People in Services Relationship marketing of services</p>						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Practical exercises	50.0%	25.0%
	Project	50.0%	25.0%
	Final test	50.0%	50.0%
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:	
Example issues/ example questions/ tasks being completed	The specific of the marketing activity in services The promotion tools used in services The meaning of the service staff		
Work placement	Not applicable		