



Subject card

Subject name and code	SERVICES MARKETING, PG_00061178						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
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 -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Przybylska				
	Teachers						
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	The aim of the course is to identify key information relevant to service marketing, assess its usefulness for the effective preparation of marketing activities within an organization, with particular emphasis on the importance of customer experience, service quality, and the application of the 7P framework in various service industries.						
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	Introduction to Service Marketing Characteristics of Services and Their Marketing Implications Overview of the Services Sector and Classification of Services Emerging Trends and Future Challenges in Service Marketing Advanced Consumer Behavior in Services Service Design, Innovation, and Blueprinting Managing Service Quality and Customer Experience Dynamic Pricing and Revenue Management in Services Service Communication and Branding in a Digital Age Service Distribution and Multi-channel Delivery Service Workforce and Organizational Culture Personalization and Customization in Service Delivery Corporate Social Responsibility (CSR) and Ethics in Service Marketing Post-Purchase Services and Customer Retention						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Practical exercises		50.0%		40.0%		
	Final test		50.0%		60.0%		

Recommended reading	Basic literature	<p>Lovelock, Christopher, and Paul Patterson. Services marketing. Pearson Australia, 2015.</p> <p>Schultz, Mike, et al. Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success, John Wiley & Sons, Incorporated, 2013.</p> <p>Ph.Kotler, G.Armstrong, Principles of Marketing (15th Edition),Prentice Hall, 2013</p>
	Supplementary literature	<p>Rosenbaum, Mark S., et al. "Transformative service research: thoughts, perspectives, and research directions." <i>The Routledge Handbook of Service Research Insights and Ideas</i> (2020): 424-442.</p> <p>Stickdorn, Marc, and Jakob Schneider. "This is Service Design Thinking: Basics." <i>Tools, Cases</i> 26 (2010).</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>Analyze the role of empathy in service quality and provide examples of how it impacts customer satisfaction.</p> <p>Describe the role of technology in dynamic pricing and how it impacts customer satisfaction and business performance.</p> <p>Analyze the challenges of ensuring brand consistency in a multi-channel service environment and propose strategies to address these challenges.</p>	
Work placement	Not applicable	

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