

## SUBJECT TEACHING GUIDE

### 797 - Services Marketing

Master's Degree in Business Administration

Master's Degree in Business Administration

Academic year 2023-2024

| 1. IDENTIFYING DATA              |  |                  |                    |                  |  |
|----------------------------------|--|------------------|--------------------|------------------|--|
| Degree                           | Master's Degree in Business Administration<br>Master's Degree in Business Administration |                  |                    | Type and Year    | Compulsory. Year 1<br>Compulsory. Year 1 |
| Faculty                          | Faculty of Economics and Business Studies  |                  |                    |                  |  |
| Discipline                       | Obligatory Subjects  |                  |                    |                  |  |
| Course unit title and code       | 797 - Services Marketing   |                  |                    |                  |  |
| Number of ECTS credits allocated | 2,5  | Term             | Semester based (2) |                  |  |
| Web                              |  |                  |                    |                  |  |
| Language of instruction          | Spanish  | English Friendly | No                 | Mode of delivery | Face-to-face                             |

|                  |  |  |  |  |  |
|------------------|--|--|--|--|--|
| Department       | DPTO. ADMINISTRACION DE EMPRESAS   |  |  |  |  |
| Name of lecturer | JESUS ANTONIO BARROS LOPEZ   |  |  |  |  |
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| Office           | Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2.<br>DESPACHO (E249) |  |  |  |  |
| Other lecturers  |  |  |  |  |  |

### 3.1 LEARNING OUTCOMES

- Students will be able to understand the specificity of the services delivery in companies, also the management tools needed for this purpose and the marketing-mix policies in the service area.

#### 4. OBJECTIVES

- 1.- To understand the basic characteristics of the services supply at companies.
- 2.- To understand the basic dimensions of services marketing.
- 3.- To know how to manage the specific way of services delivery. (Moments of Truth (MOT)).
- 4.- To know how to manage 'marketing mix' policies within service delivery.

#### 6. COURSE ORGANIZATION

##### CONTENTS

|   |  |
|---|--|
| 1 | UNIT 2. Service delivery management.<br>2.1. Service delivery concept.<br>2.2. Physical evidence management.<br>2.3. Employees and customer services management.<br>2.4. Service delivery failure.                                 |
| 2 | UNIT 2. Service delivery management.<br>2.1. Service delivery concept.<br>2.2. Physical evidence management.<br>2.3. Employees and customer services management.<br>2.4. Service delivery failure.                                 |
| 3 | UNIT 3. 'Marketing- mix' in services.<br>3.1 Basic organization services offering.<br>3.2 Services price<br>3.3 Services supply.<br>3.4 Communication mix in services (off-line and on-line).<br>3.5 Social Media in services area |

#### 7. ASSESSMENT METHODS AND CRITERIA

| Description  | Type                                   | Final Eval. | Reassessn | %             |
|--|--|-------------|-----------|---------------|
| Activity evaluation with Virtual Media   | Activity evaluation with Virtual Media | Yes         | Yes       | 50,00         |
| Oral Exam  | Oral Exam                              | Yes         | Yes       | 10,00         |
| Work in group  | Work                                   | Yes         | Yes       | 40,00         |
| <b>TOTAL</b>   |  |             |           | <b>100,00</b> |
| <b>Observations</b>  |  |             |           |               |
| The student will pass the subject when the sum of the notes of every part referred to above, with its percentages, is superior to 5.   |  |             |           |               |
| <b>Observations for part-time students</b>   |  |             |           |               |
| Students enrolled on a part-time basis must take a written examination and deliver the work in a 'Word' format, which they have agreed with the teacher, before the written examination.<br>The part-time students will pass the course when the sum of the notes of the work and the written exam exceeds 5. Note of the written exam must be upper than 4. |  |             |           |               |

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

Grande, I. (2005): Marketing de los Servicios, Esic Editorial, 4ª Edición, Madrid.

