

COURSE OUTLINE

1. GENERAL INFORMATION

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| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-230701 | SEMESTER | 7th |
| TITLE | SERVICES MARKETING | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures | | 3 | 5 |
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| COURSE TYPE | SPECIAL BACKGROUND | | |
| PREREQUISITE COURSES | NONE | | |
| TEACHING LANGUAGE | GREEK AND ENGLISH | | |
| COURSE OFFERED TO ERASMUS STUDENTS | YES | | |
| COURSE WEBPAGE (URL) | | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>Upon successful completion of the course students will be able:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: to recognize and identify Service Marketing 2. UNDERSTANDING: to distinguish and explain Product Marketing 3. APPLICATION: to classify the Services based on a) their nature and b) the purchasing behavior of consumers 4. ANALYSIS: to develop the concept of Quality in Services and its value as a comparative advantage in competition. 5. COMPOSITION: to organize the Strategy and the Mix of Marketing Services, the pricing policies, the organization and the administration, the ways and means of distribution, the methods of effective communication, and promotion of a Service. 6. EVALUATION: to compare and evaluate the tools taught in case studies. |
| General Skills |
| <ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, for the markets and the prevailing conditions with the use of the appropriate methodology and the necessary technologies • Adaptation to new situations • Decision making • Project design and management • Exercise criticism and self-criticism |

- Work in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility and sensitivity to gender issues
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

The services sector is the dominant economic power globally as it marks the transition of economies from the level of the developing to the level of the developed. The aim of the course is for participants to understand the specifics of service marketing compared to product marketing and their impact on consumer behavior and management and marketing practices. As the basic characteristics of services in contrast to those of material products influence key strategic marketing choices in services. During the course, topics related to the quality of service, the importance of employees in service companies, the importance of space and service delivery processes are discussed. Finally, issues related to strategic placement and communication, service pricing, and the creation and management of long-term customer relationships are presented.

According to the distribution of the curriculum, lectures will be given in the following sections:

1. Defining the concept of services and characteristics related to marketing
2. The specificity of consumer behavior in services
3. Product decisions in services
4. The distribution of services in the physical and electronic markets
5. The pricing of services
6. Communication and its role in services
7. Planning and administration of procedures (blueprinting) in the provision of services
8. Designs of the elements of the environment and the total material existence in the services
9. The management of human resources in the services
10. Managing customer complaints in services
11. Quality management in the provision of services
12. Development, maintenance, and management of customer relationships in services
13. Marketing in B2B services

4. TEACHING AND LEARNING METHODS - ASSESSMENT

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|------------------------|---|
| TEACHING METHOD | Face to Face |
| ICT USE | Use of ICT (Moodle, office, etc.) in teaching (projections and slide presentations according to the syllabus) as well as in communication with students |

| TEACHING ORGANIZATION | <i>Activities</i> | <i>Working Load per Semester</i> |
|-----------------------|---|----------------------------------|
| | Lectures | 39 |
| | Self-study | 111 |
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| | TOTAL | 150 |
| ASSESSMENT | <p>The evaluation of students is done by participating in written exams.</p> <p>The test material is posted on Moodle and, before the test, time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p> | |

5. REFERENCES

-Suggested bibliography:

- Services Marketing (1st ed. / 2015), Authors: Avlonitis G., Tsiotsour., Gounaris S., BROKEN HILL PUBLISHERS LTD.
- SERVICE MARKETING (1st ed. Edition / 2018) Authors: JOCHENWIRTZ, CHRISTOPHERLOVELOCK, Publisher: DISIGMAIKE
- Marketing Services (3rd year / 2014), Authors: Gounaris Spyridon, Karantinou Kalypto, Publisher: ROSILI EMPORIKI - EDITORIAL LTD.
- **Related scientific journals**