

Course Title	Marketing of Services				
Course Code	MAR440				
Course Type	Elective				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year / 7 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The course aims to critically discuss the growing importance of service industries in our economy, distinct nature of service performances (i.e. the unique characteristics of services) and the challenges they present to marketers. Emphasis is placed on strategies and tactics to effectively deal with these challenges and in creating high value services.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the distinct nature of services and the challenges that this creates.</li> <li>• Analyze the business environment from a services perspective.</li> <li>• Explain the strategies that can foster value co-creation.</li> <li>• Explain the various tools that can be effective for different service offerings.</li> </ul>				
Prerequisites	Junior Standing	Co-requisites	None		
Course Content	<p>An introduction to the service economy: Reasons for the growth of the service economy; The service economy and marketing</p> <p>The distinct characteristics of services; Different service classifications</p> <p>Developing a strategy: Customer Relationship Management and Value co-creation</p> <p>The extended Marketing Mix for services: the 8Ps</p> <p>The service product: Different models of service offerings; New service development</p>				

	<p>Pricing of Services: Characteristics of services and their influence upon service prices; Methods of pricing services; Price tactics; Pricing and marketing strategy.</p> <p>Promotion and services: Promotional objectives; Differences in promoting services.</p> <p>Place decision and services: Methods of distributing services; Service channel development; Location.</p> <p>People and Services: The service organization and its personnel; the Cycles; Internal marketing.</p> <p>Physical evidence and services: Role of service evidence; The design of the service environment.</p> <p>Process and services: Flowcharting services; the role of process in value creation and co-creation.</p> <p>Productivity of service organizations: The meaning of productivity; Productivity in the service sector; Productivity improvement and better service.</p> <p>Service quality: Different models of service quality; Measurement issues</p> <p>Special topics in service marketing: Banking institutions; Insurance companies; Tourist organizations; Health care organizations; Educational institutions; Non-profit organizations and other organizations.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>
Teaching Methodology	Face-to-Face
Bibliography	<p>Lovelock, C., J. Wirtz : SERVICE MARKETING, Prentice Hall</p> <p>Zeithaml / Bither / Gremler : SERVICE MARKETING, McGraw Hill</p>

Assessment	<table border="1"> <tr> <td data-bbox="451 254 980 310">Examinations</td> <td data-bbox="980 254 1211 310">60%</td> </tr> <tr> <td data-bbox="451 310 980 373">Assignments / Projects</td> <td data-bbox="980 310 1211 373">30%</td> </tr> <tr> <td data-bbox="451 373 980 436">Class Participation and Attendance</td> <td data-bbox="980 373 1211 436">10%</td> </tr> <tr> <td data-bbox="451 436 980 499"></td> <td data-bbox="980 436 1211 499">100%</td> </tr> </table>	Examinations	60%	Assignments / Projects	30%	Class Participation and Attendance	10%		100%
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Language	English								