

## COURSE SYLLABUS

Service Management and Marketing, 7,5 credits

Service Management and Marketing, 7,5 högskolepoäng

Course Code: JSEC19

Confirmed Council for Undergraduate and Masters Education Jun 2, 2009  
by:

Valid From: Aug 23, 2010

Revised by: Council for Undergraduate and Masters Education Aug 19, 2010

Version: 1

Education Cycle: Basic level

Disciplinary domain: Social sciences

Subject group: FE1

Specialised in: G2F

Main field of study: Business Administration

## Intended Learning Outcomes (ILO)

The course aims at providing practical and conceptual tools of Service Management and Marketing. This course aims at developing the students' abilities to handle the complexity of managing and marketing services of different kinds where customer relationships are central. This focus is referred as the Scandinavian perspective.

On completion of the course the students will be able to:

### Knowledge and understanding

1. explain and evaluate the phenomenon of services from a management perspective.
2. describe, explain and evaluate the service process and its particularity compared to product systems
3. describe, explain and analyse concepts, models, and theories of and models of service management and marketing.

### Skills and abilities

4. use a mix of practical and theoretical features applicable when managing and marketing services in different contexts.
5. analyse problems in the management and marketing of services and evaluate alternatives to solve these problems.

### Judgement and approach

6. display a service mindset essential to customer relationships in a service context.
7. outline and critically reason about the fundamentals of service management and marketing from a Scandinavian perspective.

## Contents

The course is a C-level course building on general theories in marketing and management, which are further applied in a service context. The students are invited to the field essentially through classical models and concepts developed within the Scandinavian School of service Management and Marketing. The focus of the course is on services in different contexts and not on the 'pure' service sector. The different contexts emphasized are for example: services in the business-to-business sector, in knowledge intensive firms, and in traditional service firms.

## Type of instruction

Lectures, seminars, discussions and group work.  
The teaching is conducted in English.

## Prerequisites

Business Administration 60 credits with at least 7.5 credits in basic marketing and management courses (or the equivalent)

## Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

ILO 1, 2, 3 & 5: Oral exam

ILO 3, 4, 5: group assignment such as case studies or research project on service firms.

ILO 3, 4, 6 & 7: Seminar assignments in group or individually

ILO 6 & 7: Individual written assignment.

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of Test	Value	Grading
Examination	7.5 credits	U/G/VG

## Course evaluation

At the outset of the course the course coordinator ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously and at the end of the course. At the completion of the course the course evaluators and course coordinator discuss the course evaluation and possible improvements. The result is reported to the Associate Dean for Education, the Committee of Undergraduate Education and the Board of Directors of JIBS. The course coordinator shall at the outset of the following course report results and measures from the previous course evaluation.

## Course Literature

Grönroos, Christian (2007). Service Management and Marketing: Customer Management in Service Competition, John Wiley and Sons Inc.

Case studies

Complementary scientific literature based both on few classic readings and contemporary research from service management and marketing related academic publications.