



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Economics	
Course unit title	Services Marketing	
Course unit code	OS-310	
Type of course unit ¹	Compulsory – Marketing /Optional - Trade	
Level of course unit ²	First	
Semester when the course unit is offered	Summer	
Year of study (if applicable)	Third	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Ksenija Leković	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
<p>Main purpose of this course is to provide students with basic information and knowledge needed for understanding and managing customer expectations and evaluation of services offerings. It also provides information on how to design services that meet and exceed consumer expectations. Finally, it provides information on how to manage successful delivery of services with available human resources and technologies. Students are also introduced to the importance of communicating real and reliable service promises to the consumers. In particular, students are alerted of the necessity of coordinating all functions for the successful implementation of the concept of services marketing.</p>		
LEARNING OUTCOMES (knowledge and skills)		
<ul style="list-style-type: none"> ▪ enable students in the direction of understanding the consumer needs in service market ▪ enable students to independently implement concept of services marketing in business practice ▪ students become trained to clearly detect the difference between a physical tangible product marketing and services marketing 		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

SYLLABUS (outline and summary of topics)

- Understanding service markets and service economy
- Services marketing and management
- Services marketing mix
- CRM
- Services quality
- Electronic services

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures, consultations, team work, research study

REQUIRED READING

Lovelock, C., Wirtz, J., (2015). SERVICES MARKETING. 7th Pearson Education Limited.

ASSESSMENT METHODS AND CRITERIA

The distribution of the number of points student obtains and corresponding marks: less than 51 points (mark 5); 51-60 points (mark 6); 61-70 points (mark 7); 71-80 points (mark 8); 81-90 points (mark 9); 91-100 points (mark 10)

Pre-exam obligations: active class participation (6 points); preliminary exams (1+1) (50 points); research study (14 points)
Final exam – 30 points

LANGUAGE OF INSTRUCTION

English language