

SERVICE MARKETING

<i>Lecturer</i>	ANGELINI Antonella
<i>Semester</i>	Winter
<i>ECTS</i>	3
<i>Description</i>	Theoretical aspects and practical considerations of marketing of services examined. Topics include the nature of services, marketing framework and the marketing mix for services, service encounter, human factor and service quality. This course focuses on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and sustain service excellence and provide customer value. Topics include nature of service products, consumer behaviour in service settings, service quality and satisfaction, developing service strategies, managing customer service, servicescape strategies, service recovery and service technologies.
<i>Course Outline</i>	<ol style="list-style-type: none">1. Introduction of service marketing2. Service quality assessment3. Considerations on each “P” of service marketing4. Internet and social media for services5. Service and profitability
<i>Textbooks</i>	Texts will be communicated at the beginning of the course. Online support is also available through the course website.
<i>Optional Reading</i>	Optional reading will be communicated at the beginning of the course
<i>Prerequisites</i>	Students have to already acquired basic knowledge of marketing management in previous courses
<i>Keywords</i>	Service marketing, customer value, relationship marketing, service strategies
<i>Teaching</i>	Frontal lectures, homework, lectures notes, business cases, workshops
<i>Final valuation</i>	Written examination and group work assessment
<i>Course website</i>	Service marketing on website of Dipartimento di Economia e Management
<i>Other notes</i>	Attendance to the lectures is suggested