

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
S. KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



Vice-rector on scientific and pedagogical work

M. Afanasyev

**Service marketing
(Маркетинг послуг)**

**Syllabus
for Master degree students**

Branch of knowledge **All**
Speciality **All**
Educational level **Secondary (master degree)**
Educational programme **All**

Type of the course **selective**
Teaching and evaluation language **English**

Head of the Tourism Department

O. Sushchenko

Kharkiv
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APPROVED

at a meeting of Tourism Department
Protocol № 1 of 28.08.2019.

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Calendar of the syllabus of an academic discipline renewal and re-approval

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

1. Introduction

Description of the Academic Discipline:

The service sector dominates in structure of economy in most developed countries. A steady increase of its share is observed at the present time. The service sector generates a significant part of GDP and new jobs in the sector of non-material production. So the development of other sectors of the national economy is stimulated. Therefore the issue of research problems of the service is relevant and timely. A prerequisite of successful activity of modern professionals is getting relevant knowledge and skills about characteristics of company's activity at the service market. The issue of marketing research becomes essential in the context of the intensification of competition at world markets and of overproduction crisis. For that reason future specialists must master theoretical knowledge and develop practical skills in their application in the realities of a market economy.

The Purpose of the Academic Discipline is formation of a system of theoretical knowledge and practical skills acquisition by students in marketing activities of services enterprises, marketing research in the market of services, identification of services enterprises development in modern conditions and using complex of marketing methods in their activities.

Course	5	
Term	1	
Credits ECTS	5	
Classroom learning	Lectures	20
	Seminars, practical lessons	20
Individual work		110
Final control	test	

Structural-logical scheme of the discipline

Previous disciplines	Following disciplines
World economy and international economic relations	Methodology and organization of scientific research
Marketing	Internet-Marketing
Economics of the enterprise	Cross-cultural communicative management

2. Professional competences:

Competence	Competence constituents
Assessment of the influence of environment factors on the market of services	Knowledge, skills and abilities of functioning and development of services market
Ability to use marketing tools to research services	
Ability to segment the services market according to selected segmented factors	
Identification of characteristics and features of services as a specific product	Knowledge, skills and abilities of production and sales of services
Assessment and analysis of the quality and competitiveness of the service	
Formation of prices for services	
The choice of marketing tools promoting services	
Develop a marketing strategy for the development of service industries	

3. The Syllabus of the Academic Discipline

Module 1. The essence and features of service marketing

Theme 1. The sphere of services in modern society

Relationship material production and non-production sphere. Structural changes in the economic paradigm of social development. Service Industry. The essence and characteristics of services. Impersonality of service. The inalienability of services production and consumption. Inability to store the service.

Theme 2. Market of services and its characteristics

Purpose and structure of the national classification of services (State Classifier of Products and Services - DK 016-97). International classifications of activities, products and services. Classification of GATT / WTO services. International trade of services. International regulation of the service market. The purpose and basic requirements of the international standard ISO 9004-2. National service market.

Theme 3. Features of marketing service

Marketing in a modern economy. Basic Marketing Concepts. Stages of formation of marketing services. The essence and features of marketing service. Differences between service marketing and product marketing. The system of marketing tools, their structure and features of application in the sphere of services. Marketing environment. Elements of internal environment and external environment.

Theme 4. Marketing research at the market of services

Marketing information system of the service organization. Primary marketing information. System of marketing information analysis. The external environment in the service sector. Micro- and macro environment factors in the service sector. SWOT analysis. Opportunities and threats. Strengths and weaknesses of the internal environment. Dominant business environment factors. Assessment of market conditions of services. Determining the market service capacity.

Theme 5. Consumer behaviour at the market of services

Features of the decision-making process by the consumer about the purchase of services. Models of consumer behaviour. Model "simplicity-complexity of estimation". Customer Behaviour Model "Acceptable - Desired Quality Level of Service". Customer Behaviour Model "Perception - pleasure". Characteristics of the decision making process for the acquisition of services. Brand loyalty of consumers.

Module 2. The marketing complex of the service enterprise

Theme 6. Quality of service and standards of service

Definition and quality of service and its indicators. Service quality model. Five-step service quality model. Improving the quality of service. Standard of service and procedure for its development. Quality of service as a competitive advantage of the company. Studying of customer satisfaction on service delivery

Theme 7. Price and pricing for services

Price in the marketing complex of the service sector. The essence of pricing. Types and classification of prices in the service sector. Pricing strategy. Pricing methods: cost-oriented, with a focus on the level of competition, with a focus on demand. Definition and implementation of pricing strategy, types of pricing strategies. Peculiarities of pricing in

different spheres of services. Price differentiation. Ways to reduce the cost of providing services.

Theme 8. Marketing strategy of the service enterprise

The essence of strategic marketing planning. The essence and criteria segmentation of service market. Segmentation of the market depending from service type. The concept of the target market. Marketing strategy of the enterprise, stage of service life cycle, matrix of strategies, matrix "growth - market share". Brand features, Brand strategy.

Theme 9. Communicative policy at the service sector

Formation and management of sales channels of service companies. Choosing mediators and determining the form of work with them. Marketing communication policy. The essence of marketing communications and their features at the service sector. Structure and channels of a complex of marketing communications. Sales promotion: PP, direct marketing/ etc. Public relations and their importance at the service sector.

Theme 10. Promotion services

Specificity of advertisement at the market of services. Types of advertising services. Advertising campaign Ad budget and media planning. Evaluation of the results of advertising companies. Formation of public opinion; the image of the firm; rules for creating favourable conditions for the sale of services. Examples of implementing successful advertising campaigns in the service sector. The corporate clients market and the promotion "business-to-business".

4. The order of evaluation of studying results

The system of evaluation of the developed competencies of students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Score-Rating System of S. Kuznets KhNUE", control procedures include:

the current control during the semester at lectures and seminars is estimated by the sum of points;

the module control carried out in the form of a colloquium, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline – a content module;

the final / semester control, conducted in the form of a final test, according to the educational schedule.

The current assessment procedure. Assessment of student's knowledge during seminars and performance of individual tasks is carried out according to the following criteria:

the degree of understanding and comprehension of the theory and problems under consideration; the degree of comprehension of the actual discipline material; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted in an audience; logic, structure, style of presentation in written works and presentations in the audience, ability to substantiate own point of view, to generalise information and to draw conclusions; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific

problem; independence of work; literacy of presentation of the material; use of comparison methods, generalisations of concepts and phenomena; formatting of a work.

The general criteria for evaluating non-auditing independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematise knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques of performing practical tasks, the ability to find the necessary information, carry out its systematisation and processing, self-realisation on practical lessons and seminars.

The final control of the knowledge and competences of students for the discipline is carried out on the basis of the final test, the task of which is to check the student's understanding of the programme material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate a student's attitude to a particular problem of the discipline etc.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester test makes 100. The minimum number of points for the current and module control during the semester is 60.

The final score for the academic discipline is calculated by the points obtained during the current control using the accumulation system. The total score for a semester is: "60 points and higher – passed", "59 points and less – failed", and is entered into the discipline registry.

Results scale: national and ECTS

The amount of points for all types of educational activities	ECTS score	National score	
		for an exam, term paper (work), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	failed
35 – 59	FX	unsatisfactory	

Distribution of points by weeks

Themes of the content module			Lectures (active work)	Practical classes (active work)	Tasks by themes (work at practical classes)	Oral test	Competencies-oriented tasks	Written control papers	Participation in research work	TOTAL points for a week
M 1	Theme 1	Week 1	1	1	1	1				4
		Week 2	1	1	1	1				4
	Theme 2	Week 3	1	1	1	1		2		6
		Week 4	1	1	1	1			2	6

	Theme 3	Week 5	1	1	1	1	5			9	
		Week 6	1	1	1	1		2		6	
	Theme 4	Week 7	1	1	1	1				4	
	Theme 5	Week 8	1	1	1	1			2	6	
M 2	Theme 6	Week 9	1	1	1	1		2		6	
	Theme 7	Week 10	1	1	1	1	5			9	
		Week 11	1	1	1	1				4	
	Theme 8	Week 12	1	1	1	1		2	2	8	
		Week 13	1	1	1	1	5			9	
	Theme 9	Week 14	1	1	1	1				4	
		Week 15	1	1	1	1	5			9	
	Theme 10	Week 16	1	1	1	1		2		6	
Control		Week 20-22								credit	
			S	16	16	16	16	20	10	6	100

5. References

5.1. Main

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