

FUC - Ficha de Unidade Curricular

Curricular Unit's File

Code	L1814
Name (PT)	Marketing de Serviços
Name (EN)	Marketing Services
Regime	Semestral
Level	1.º Ciclo
Teaching language	Português , Inglês
School	Escola de Gestão (EG)
Departament	DM
Scientific area	Marketing
Responsible academic staff	Padma Panchapakesan
Pre-requisites	Marketing Management
Objectives	a) Know the differences between product and service b) Familiarize with the elements of marketing mix for services c) Understand the customer needs and preferences to make them satisfied and loyal
Learning outcomes	Develop a services marketing plan
Syllabus	1. Introduction to Services 2. Characteristics of service and Product-service Continuum 3. Understanding service process and classification of services 4. Service design and delivery 5. Service Quality 6. Consumer behavior 7. Customer Satisfaction and Loyalty 8. Complaints handling and Service recovery 9. Service Marketing Strategies
Assessment	Group assignments - 40% (task ? 30 % and peer evaluation ? 10%) Class participation - 10% Final written exam - 50% Minimum Attendance - 80%
Teaching methodology	Lectures and case studies
Demonstration of the syllabus coherence with the curricular unit's objectives	Objective a) is achieved by units 1. and 2. b) is achieved by units 3. , 4. and 5. c) is achieved by 6., 7., 8. And 9.
Demonstration of the coherence between the teaching methodologies and the learning outcomes	Students learn through analysis of case studies by sharing knowledge of key concepts so that in the end they develop an effective services marketing plan
Main Bibliography	Services marketing : people, technology, strategy by Christopher Lovelock, Jochen Wirtz. Publisher - Prentice Hall, 2004, 5th Edition
Complementary Bibliography	