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INTERNATIONAL EUROPEAN
UNIVERSITY



**EUROPEAN SCHOOL
OF BUSINESS**



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Course Name 

 Marketing of services

Lecturer (s) 

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Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin>

Consultations

online consulting



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Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam



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1 Brief discipline annotation

The Marketing of services discipline is an integral part of the marketing training program. This course is relevant due to the need to study methodological and methodical aspects of applying marketing tools in the service sector; ensuring the functioning of marketing complexes of service enterprises. Practical classes will provide students with practical skills in exploring services markets, ensuring the efficiency of marketing complexes of service enterprises. The Marketing of services discipline will help students to develop a holistic system of competencies of methods and techniques of efficient marketing support of service enterprises.

2 Background for studying discipline

Subject matter of the Marketing of services discipline: particularities of applying the marketing complex on the services market.

The Marketing of services discipline is based on the knowledge of the following disciplines: Marketing, Marketing commodity policy, Marketing research, Marketing price formation, Consumer behavior, Marketing of an industrial enterprise, etc.

3 Goal and objectives of the discipline

The goal of the Marketing of services discipline is to provide students with theoretical knowledge of particularities of marketing of services and practical skills in applying marketing tools while providing services.

Key objectives of the Marketing of services discipline are to provide students with the following theoretical knowledge and practical skills:

- conducting marketing research on services markets;
- analysis and use of the results of these studies to optimize the marketing strategy and marketing complexes of service enterprises;
- design of services, improvement of interaction of contact personnel with customers.

4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.

PLO 9. To assess risks of marketing activities, define the level of uncertainty of the marketing environment when making managerial decisions.

5 ECTS credits

4 ECTS credits / 120 academic hours

| Content sections and topics | Amount of hours | | | | | | | | | | | |
|--|-------------------------|-----------|-----------|------|------|-----------|-------------------------|-----------|----------|------|------|------------|
| | full-time mode of study | | | | | | part-time mode of study | | | | | |
| | total | including | | | | | total | including | | | | |
| | | l | p | lab. | ind. | i. w. | | l | p | lab. | ind. | i. w. |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Content section 1. Essence, features and tools of marketing in the service sector | | | | | | | | | | | | |
| Topic 1. Service sector in the economic complex | 11 | 2 | 2 | - | - | 7 | 12 | 2 | - | | | 10 |
| Topic 2. Services market | 11 | 2 | 2 | - | - | 7 | 10 | - | - | | | 10 |
| Topic 3. Services in goods development, production development and sales | 10 | 2 | 2 | - | - | 6 | 10 | - | - | | | 10 |
| Topic 4. Procurement, supply and distribution services | 10 | 2 | 2 | - | - | 6 | 19 | 2 | 2 | | | 15 |
| Topic 5. Marketing tools of the services market. | 6 | 2 | - | - | - | 4 | | | | | | |
| Topic 6. Services as a commodity and a type of human activity | 6 | 2 | - | - | - | 4 | | | | | | |
| <i>Total per content section 1</i> | 54 | 12 | 8 | - | - | 34 | 51 | 4 | 2 | | | 45 |
| Content section 2. Production and promotion system | | | | | | | | | | | | |
| Topic 7. Pricing policy | 11 | 2 | 1 | - | - | 8 | 10 | - | - | | | 10 |
| Topic 8. Sales (distribution) of services | 10 | 2 | 1 | - | - | 7 | 10 | - | | | | 10 |
| Topic 9. Marketing communications | 11 | 2 | 2 | - | - | 7 | 17 | - | 2 | | | 15 |
| Topic 10. Participants (staff) in the provision of services | 14 | 4 | 2 | - | - | 8 | 12 | 2 | - | | | 10 |
| Topic 11. Physical confirmation (environment) of services | 9 | 2 | - | - | - | 7 | 10 | - | - | | | 10 |
| Topic 12. Service production (process) | 11 | 4 | - | - | - | 7 | 10 | - | - | | | 10 |
| <i>Total per content section 2</i> | 66 | 16 | 6 | - | - | 44 | 69 | 2 | 2 | | | 65 |
| Total hours | 120 | 28 | 14 | - | - | 78 | 120 | 6 | 4 | | | 110 |



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List of obligatory tasks

1. Service sector in the economic complex
2. Services market
3. Services in goods development, production development and sales
4. Procurement, supply and distribution services
5. Marketing tools of the services market
6. Services as a commodity and a type of human activity
7. Pricing policy
8. Sales (distribution) of services
9. Marketing communications
10. Participants (staff) in the provision of services
11. Physical confirmation (environment) of services
12. Service production (process)

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List of selective tasks

1. Features and the role of services in the economy.
2. The specific nature of marketing of services.
3. The essence of service. Characteristics of services and their classification.
4. Contemporary global market of services.
5. Segmentation of the services market. The choice of target segments and market coverage.
6. Analysis of the competitive environment.
7. Positioning of services.
8. Methods of analysis and forecasting of demand for services.
9. Commodity policy in the service sector.
10. Price formation in the services market.
11. Promotion of services.
12. Policy of provision and distribution of services.
13. Structures of marketing plans.
14. Sample content of the service marketing plan.
15. Development of the service marketing budget.
16. Management of service products.
17. Analysis and control of the level of performance of the service.
18. Marketing of catering services.
19. Marketing of hotel services.
20. Marketing in tourism.
21. Marketing of transport services.
22. Marketing of household services.
23. Marketing in consulting.
24. Marketing of education.

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Discipline features

| Period of teaching | Semester | International disciplinary integration | Year of study | Courses: general training/ professional training/elective |
|--------------------|--------------|--|---------------|--|
| 1 semester | 7th semester | available | 4th year | Professional training |



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10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>



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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ie.u.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Ivanova L.O. Marketing of services: study guide / L.O. Ivanova, B.B. Semak, O.M. Vovchanska. – Lviv: Publishing House of Lviv University of Trade and Economics, 2018. – 508 p.
2. Shkanova O.M. Marketing of services. Study guide. Kyiv, Condor, 2017. – 302 p.
3. Kotvitska A.A. Marketing of services: texts of lectures: study guide for students / A.A. Kotvitska, N.V. Chmykhalo, O.M. Voronina; edited by A.A. Kotvitska. – Kharkiv: NUPh, 2017. – 128 p.
4. Marketing [Electronic resource]: study guide / N. Ivanechko, T. Borysova, Y. Protsyshyn [et al.]; edited by N.R. Ivanechko. – Ternopil: WUNU, 2021. – 180 p.

Additional literature:

1. History of Economics and Economic Thought: 20th – early 21st centuries: study guide / V.V. Koziuka et al.; edited by V.V. Koziuka, L.A. Rodionova. K.: Znannia, 2011. 582 p.
2. Marketing in industries and activity areas: study guide / edited by Budnikevych I.M. – K.: Center for educational literature, 2013. – 536 p.
3. Palekha Y.I., Palekha O.Y. Marketing of information products and services: Study guide. – K.: Lira-K Publishing House, 2016. – 480 p.
4. Malchenko V.M. Marketing of services / V.M. Malchenko. – Kyiv: KNEU, 2006. – 325 p.
5. Pashchuk O.V. Marketing of services: strategic approach: study guide / O.V. Pashchuk. – Kyiv: Professional Publishing House, 2005. – 560 p.
6. Tkachenko L.V. Marketing of services: textbook / L.V. Tkachenko. – Kyiv: Center for educational literature, 2003. – 192 p.
7. Shkanova O.M. Marketing of services: study guide / O.M. Shkanova. – Kyiv: Condor, 2003. – 304 p.
8. Kapoor R. Service Marketing: Concepts & Practices / R. Kapoor, J. Poul, B. Halder. – S. I. : Tata McGraw-Hill Education, 2011. – 432 p.
9. McDonald M. Marketing Plans for Service Businesses : A Complete Guide / M. McDonald, A. Payne. – S. I. : Elsevier, 2006. – 401 p.
10. Mudie P. Services Marketing Management / P. Mudie, A. Pirrie. – S. I. : Routledge, 2012. – 280 p.
11. Wirtz J. Essentials of Services Marketing / J. Wirtz. – 2nd ed. – S. I. : FT Press, 2012. – 720 p.
12. Wirtz J. Service Marketing Communications (Winning in Service Markets) / J. Wirtz. – S. I. : WS PROFESSIONAL, 2017. – 80 p.
13. Wirtz J. Services Marketing: People, Technology, Strategy / J. Wirtz, Ch. Lovelock. – 8th ed. – S. I. : World Scientific, 2016. – 801 p.
14. eithaml V. A. Services Marketing: Integrating Customer Focus Across the Firm / V. A. Zeithaml. – S. I. : McGraw Hill Education (India) Private Limited, 2013. – 711 p.
15. Stryzhak O.O. Development trends in the service sector: the need to update marketing tools / O.O. Stryzhak // Modern marketing: strategic management and innovative development: materials of the 2nd International Scientific Conference on the 90th Anniversary of Kharkiv Petro Vasylenko National Technical University of Agriculture / Kharkiv Petro Vasylenko National Technical University of Agriculture. – Kharkiv: KhNTUA, 2020. – P. 280–282.
16. Aldoshyna M. Features of branding of higher education institution in educational services market / M. Aldoshyna, O. Stryzhak // Modern technologies in education : collective scientific monograph / edited by W. Duczmal, I. Ostopolet. – Opole : The Academy of Management and Administration in Opole, 2019. – P. 130–142.
17. Aldoshyna M. Relationship marketing in tourism / M. Aldoshyna, O. Stryzhak // Market infrastructure. – 2020. – No. 43. – P. 108–113.



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15 Рекомендовані джерела інформації

INFORMATION RESOURCES:

1. President of Ukraine: <http://www.president.gov.ua>
2. Verkhovna Rada of Ukraine: <http://www.rada.gov.ua>
3. Cabinet of Ministers of Ukraine: <http://www.kmu.gov.ua>
4. Ministry of Economy of Ukraine: <http://www.me.gov.ua>
5. Ministry of Finance of Ukraine: <http://minfin.kmu.gov.ua>
6. Ministry of Education and Science of Ukraine: <http://www.mon.gov.ua>
7. State Statistics Service of Ukraine: <http://www.ukrstat.gov.ua>
8. Ukrainian Association of Marketing: <http://uam.in.ua/>
9. American Marketing Association: <https://www.ama.org>
10. Marketing portal: <http://www.marketing-research.in.ua>

16 Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

See you at classes!