



COURSE: Service Management and Marketing

ACADEMIC YEAR: 2018-2019

TYPE OF EDUCATIONAL ACTIVITY: Characterizing

TEACHER: Francesca Rivetti

e-mail: francesca.rivetti@unibas.it

website:

phone:

mobile (optional):

Language: Italian

ECTS: 8

n. of hours: 56

Campus: Potenza

Semester: II

Dept.: DiMIE

Program: Economia e

Management

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

This course aims at favoring the acquisition of knowledge concerning principles, theories and practices characterizing the management and marketing of services. The program focuses, in particular, on strategies and operations of service companies, with the objective to develop a competitive advantage by enhancing long-term relationships with the customer, increasing quality and satisfaction.

More specifically, it will deal with the following topics: nature of services, need to develop relationships with consumers, importance of service recovery, service development process, definition of service standards, service delivery, physical evidence and the servicecape, capacity management, communication issues, pricing, service profitability.

Students must be able to use the knowledge acquired to face problems concerning the management of service companies, assessing them and identifying the most appropriate choices to address them. The development of problem solving skills will also be favored by discussing business cases.

PRE-REQUIREMENTS

This is an advanced course included in the SECS-P / 08 SSD; therefore, basic knowledge concerning business management and marketing is necessary.

SYLLABUS

The concept of service

Customers of service companies

Relationship marketing

Service recovery

Innovation and service design

Service standards

The elements of physical support

Service delivery

Demand and capacity management

Communications

Pricing of the service

Profitability of service

TEACHING METHODS

- Lectures
- Discussion of scientific articles
- Case studies
- Seminars.

EVALUATION METHODS

The evaluation of learning outcomes will take place through a written and oral examination. It will depend on relevance of answers, overall vision and ability to apply the acquired knowledge, clear argumentation and use of an



appropriate vocabulary, relevant to the discipline. The score attributed to each answer can be a maximum of six, so that the sum of the scores can determine a vote equal to thirty. The written test will be followed by an oral examination. The final evaluation will result from the weighted average between the written exam (80%) and the oral exam (20%).

Students attending the course regularly can take two written tests during the course, each structured in five open-ended questions. In this case, the final vote will be the average of the scores of each test. They will be able to carry out a project work (in groups of 3-5 students) which, if positively evaluated, will constitute a "bonus" to add to the final vote.

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Zeithaml V.A., Bitner M.J., Gremler D.D., Bonetti E. (2012), Marketing dei servizi, McGraw Hill, terza edizione (all).

Please note: all cases placed at the end of the book, in-depth boxes and cases included in each chapter are part of the program.

Additional material (cases and articles) will be suggested during the lectures.

INTERACTION WITH STUDENTS

You can register for the course within two weeks of starting lessons. To this end, a special list will be defined. However, attendance is not mandatory.

The teacher receives students on Tuesday, from 4.30 to 5.30 PM, and on Wednesday, from 12.30 to 1.30 PM, at the 094 office, 2DI building of the Macchia Romana Campus in Potenza.

The teacher also interacts with students via e-mail.

EXAMINATION SESSIONS (FORECAST)¹

July 10, 2019

July 24, 2019

September 25, 2019

November 20, 2019

SEMINARS BY EXTERNAL EXPERTS YES X NO

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.