



**UNIVERSITY OF BASILICATA STUDIES**  
**DEPARTMENT OF MATHEMATICS, INFORMATICS AND ECONOMICS**

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COURSE: Service Management and Marketing

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ACADEMIC YEAR: 2019-2020

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TYPE OF EDUCATIONAL ACTIVITY: Characterizing

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TEACHER: Francesca Rivetti

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e-mail: [francesca.rivetti@unibas.it](mailto:francesca.rivetti@unibas.it)

website:

phone:

mobile (optional):

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Language: Italian

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ECTS: 8

n. of hours: 56

Campus: Potenza  
Dept.: DiMIE  
Program: Economia e  
Management

Semester: II

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**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 servicescape, 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.

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**PRE-REQUIREMENTS**

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

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**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

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**TEACHING METHODS**

- Theoretical lessons
  - Classroom tutorials (including discussion of case studies and scientific articles)
  - Seminars of external experts
  - Project works
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**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

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appropriate vocabulary, relevant to the discipline. The score attributed to each answer can be a maximum of six. The written test will be followed by an oral examination. The final evaluation will result from the weighted average between the written exam (75%) and the oral exam (25%).

Students attending the course 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.

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### TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

#### Textbook

- 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.

#### Scientific articles

- Lusch, R. F., Vargo, S. L., & O'brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, 83(1), 5-18.
- Stevens, E., & Dimitriadis, S. (2005). Managing the new service development process: towards a systemic model. *European Journal of Marketing*, 39(1/2), 175-198.

Additional material will be suggested during the lectures.

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### 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.

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### EXAMINATION SESSIONS (FORECAST)<sup>1</sup>

February 5st, 2020

March 25th, 2020

May 13th, 2020

July 1st, 2020

July 15th, 2020

September 25th, 2020

November 20th, 2020

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SEMINARS BY EXTERNAL EXPERTS    YES X    NO

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### FURTHER INFORMATION

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