

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	5902	SEMESTER	9th
COURSE TITLE	SERVICE MARKETING		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
	Lectures	4	5
COURSE TYPE	General Background		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is:

The service sector is the dominant economic power at global level, and management and marketing practices in this area are rapidly expanding and evolving. The purpose of this course is to give participants an understanding of the specifics of service marketing as opposed to product marketing. Then they will understand the impact of marketing on consumer behavior. The ultimate goal is to deepen management and marketing practices. Starting with the presentation of the key features of the services they will learn how they affect key strategic issues in the services. Issues related to service quality, service excellence, the importance of service business employees, the importance of the service area, and the production processes of the service will be discussed. Therefore, Issues related to strategic placement and communication, service pricing, and the creation and management of long-term customer relationships will also be studied.

Upon successful completion of the course, the student will be able to:

- Understand the multilevel effects of service specifics and know their management mechanisms and techniques.
- Understand the meaning and importance of customer service excellence and know the factors that can lead a service company to deliver excellent customer service.
- Evaluate the best strategy on a case-by-case basis and know how to implement it.
- Analyze loyalty and loyalty schemes design.
- Compare management and marketing data for each location where the service is provided.

General Competences

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

1. Concept of services and their importance in the Greek economy
2. Service classification systems
3. Quality of service
4. Customer service
5. Human Resources Management and the Marketing Perspective
6. The role of the organization of service processes in shaping the customer experience
7. Managing the product portfolio of a service business
8. Service invoicing
9. Communication strategies
10. Communication campaign
11. Trading Strategies
12. Distribution management for service companies
13. Marketing of industrial services.

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the

AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning														
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications <p>Communication with students: face to face at office hours, email, eclass platform</p>														
TEACHING METHODS	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td style="text-align: center;">65</td> </tr> <tr> <td><i>Writing paper/ papers</i></td> <td style="text-align: center;">28</td> </tr> <tr> <td><i>Independent Study</i></td> <td style="text-align: center;">30</td> </tr> <tr> <td><i>Advisory support</i></td> <td style="text-align: center;">0,5</td> </tr> <tr> <td><i>Exams</i></td> <td style="text-align: center;">2</td> </tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td> <td style="text-align: center;">125,5 h</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload</i>	Lectures (direct)	65	<i>Writing paper/ papers</i>	28	<i>Independent Study</i>	30	<i>Advisory support</i>	0,5	<i>Exams</i>	2	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	125,5 h
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STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Essay/report • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> <p>Special learning difficulties:</p>														

	<p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria: The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Γούναρης, Σ. & Καραντινού Κ. (2014), Μάρκετινγκ Υπηρεσιών, Εκδόσεις Rosili.
- Αυλωνίτης, Γ., Τσιότσιου, Ρ. & Γούναρης Σ. (2015), Μάρκετινγκ Υπηρεσιών, Broken Hill Publishers

Suggested Bibliography in English Language:

- Fisk, Raymond P., Grove, Stephen J. & John, Joby (2013), Services Marketing Interactive Approach, Fourth Edition, Southwestern Cengage Learning.
- Lovelock, C. H. & Wirtz, J. (2007), Services Marketing: People, Technology, Strategy, Sixth Edition, Pearson, Prentice-Hall.
- Wirtz, Jochen, Chew, Patricia & Lovelock, Christopher (2012), Essentials of Services Marketing, Second Edition, Pearson Education.

Related academic Journals:

- Journal of Services Marketing
- Journal of Professional Services Marketing
- Journal of Financial Services Marketing

Instructor's Notes