



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Service Marketing

### Course

Field of study

Teleinformatyka

Area of study (specialization)

Year/Semester

2/3

Profile of study

Level of study

Second-cycle studies

Form of study

full-time

Course offered in

polish

Requirements

### Number of hours

Lecture

30

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Ewa Więcek-Janka, dr hab. inż.

Responsible for the course/lecturer:

WIZ ul. Rychlewskiego 2, Poznań

### Prerequisites

The student defines the terms: marketing, marketing strategy, marketing management, buyer, customer, supply, demand.

The student characterizes the scope of business activities and the economic conditions of the market

Student explains the application for statistical tests: chi-square, T-student, C-Pearson, V-Kramer.

The student is able to make independent purchasing decisions.

The student is responsible for the timely completion of tasks.

The student actively participates in both lectures and exercises.

The student is able to work in a group and make group decisions.

The student follows the norms of social life.



The student is determined to creatively solve the tasks and projects entrusted to him.

### Course objective

Developing knowledge, skills and attitudes in the area of creating and implementing concepts and plans for service marketing

### Course-related learning outcomes

#### Knowledge

The student defines the concept of marketing and marketing of services according to various authors. The student describes problems in the enterprise and analyzes them. The student explains the need to use a specific marketing tool from the existing market situation.

#### Skills

The student is able to formulate problems in the market impact of the company.

The student is able to design a recovery plan in the form of a marketing plan.

The student is able to interpret market and marketing information.

The student is able to develop recommendations for improvement.

The student is able to present the recommendations resulting from the conducted research.

#### Social competences

The student is determined to solve the problem presented to him.

The student is aware of the responsibility for the presented conclusions.

The student takes care of the development and implementation of the marketing plan in accordance with the methodology.

The student observes the principles of ethics in the process of working on issues.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge gained during lectures: 100 points. 50 points can be obtained in the partial tests on the Moodle platform (tests containing the content from the next lectures). Another 50 points from the final exam (the exam can be carried out in one of four forms: oral, written open, written test, on-line test).

Rating range (for lectures):

up to 50 points - 2.0



51-60 points - 3.0

61-70 points - 3.5

71-80 points - 4.0

81-90 points - 4.5

91-100 points - 5.0

### Programme content

1. Definitions and classifications of services.
2. Characteristics of selected types of ICT and other services.
3. The process of purchasing services.
4. Service market.
5. Customer segmentation of the service market.
6. Differentiation and positioning of services.
7. Service marketing management.
8. Traditional and relational marketing in services.
9. Marketing mix of services (5P and 7P models).
10. Internal and interactive marketing in services.
11. Product-service strategy.
12. Product - service life cycle.
13. Creating new services.
14. Distribution of services.
15. Promotion of services.
16. Processes and personnel services provided.
17. Customer service.
18. Quality of services.



## Teaching methods

Lecture, talk, presentation,

## Bibliography

Basic

Marketing usług, Payne A., PWE, Warszawa, 1997

Marketing usług, Pr zb. pod red. A. Styś PWE, Warszawa, 2003

Additional

Zarządzanie marketingowe na rynku usług transportowych. Rucińska D., Ruciński A., Wyszomirski O.:  
Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2005.

Marketing przedsiębiorstw przemysłowych, red. Wł. Mantura, Poznań 2000

## Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for tests/exam) <sup>1</sup>	30	1

<sup>1</sup> delete or add other activities as appropriate