

Title <b>Services Marketing</b>	Code <b>1011102331011140564</b>
Field <b>Management</b>	Year / Semester <b>2 / 3</b>
Specialty <b>Production and Operations Management</b>	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: -	Number of credits <b>3</b>
	Language <b>polish</b>

**Lecturer:**

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**Status of the course in the study program:**

elective; 2 year/ 3 semester

**Assumptions and objectives of the course:**

Mastering the students knowledge and skills of business marketing in service companies.

**Contents of the course (course description):**

Service enterprises as subjects of the market. The service and its properties. Marketing classifications of services (Silvestro classification: professional services, workshop services, mass services; Lovelock'a classification schemes). Marketing research and market segmentation in services. Differentiation and positioning of services. The system of services marketing - the external, internal and interactive marketing. Traditional and relational marketing in service activities. Marketing mix in services - models 4P, 5P, 7P. Services marketing strategies, pricing, services, distribution and promotion services. People, process, material evidence, customer service (including service standards) as part of the marketing mix. Service staff - internal and interactive marketing. Management of marketing in service companies. Fundamentals of relational marketing in service activities. Classifications of customers (LTV, RFM, etc.), relationships with customers and markets (model of 6 markets) in relational marketing. Loyalty programs. Information technology in relational marketing.

**Introductory courses and the required pre-knowledge:**

Basic marketing and marketing research

**Courses form and teaching methods:**

Lectures illustrated with slides.

**Form and terms of complete the course - requirements and assessment methods:**

Lectures - passing the test and solutions of case studies

**Basic Bibliography:**

**Additional Bibliography:**

