

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Services Marketing</b>		Code <b>1011102331011145179</b>
Field of study <b>Management - Full-time studies - Second-cycle</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Production and Operations Management</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>3</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>social sciences</b> <b>Economics</b>		ECTS distribution (number and %) <b>3 100%</b> <b>3 100%</b>
<b>Responsible for subject / lecturer:</b>  dr inż. Mariusz Branowski email: mariusz.branowski@put.poznan.pl tel. 6653395 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Basic knowledge of marketing in production enterprises: subject, scope, terminology. Basic knowledge of marketing strategies and programs, methods and tools (marketing mix) in production enterprises
2	<b>Skills</b>	Ability to describe and analyse economic and social phenomena related to domestic marketing. Ability to make decisions relating to marketing mix. Ability to analyse domestic marketing problems relevant to enterprise management.
3	<b>Social competencies</b>	Awareness of marketing self education need. Awareness of marketing importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups realizing marketing activities. Awareness of ethical aspects of marketing.
<b>Assumptions and objectives of the course:</b> --Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of services marketing (SM).		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Knowledge of human role in forming: organizational culture and management ethics - [K2A_W06] 2. Knowledge of legal standards, their sources, changes and ways they influence organizations - [K2A_W12] 3. Knowledge of ethical standards, their sources, changes and ways they influence organizations - [K2A_W13]		
<b>Skills:</b>		
1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to SM - [K2A_U02] 2. Ability to analyse social processes and phenomena, formulate own opinions and verify simple hypothesis - [K2A_U03] 3. Ability to use normative standards (legal, professional, ethical) and use them to solve the problems - [K2A_U05] 4. Ability to use acquired knowledge in different applications - [K2A_U06] 5. Ability to make the proposals of managerial problem solution - [K2A_U07]		
<b>Social competencies:</b>		
1. Awareness and acceptance of responsibility for own work, readiness to subordinate to team work - [K2A_K02] 2. Awareness of knowledge and skills interdisciplinarity needed to solve complex problems and awareness of necessity to build interdisciplinary teams - [K2A_K03, K2A_K06] 3. Ability to plan and manage business projects - [K2A_K07]		

<b>Assessment methods of study outcomes</b>		
Primery wvaluation: 1/active participation in lectures, 2/solutions of case studies about SM		
Final evaluation: test		
<b>Course description</b>		
-Service enterprises as market subjects. Services - definitions and attributes. Services classifications - Lovelock, Silvestro (professional services, service shops, mass services).Marketing research and market segmentation in SM. Service differentiation and positioning. SM system - external, internal and interactive marketing. Traditional and relational marketing in services. Marketing mix in services - 4P, 5P and 7P models. Marketing strategies and programs of service, price, distribution and promotion. People, process, physical evidence, customer service as marketing mix tools. Customer service standardization. Relationship marketing in SM - basic strategies and programmes. Internal marketing in SM. Classifications of customers (LTV, RFM etc.), markets and relationships in CRM. Loyalty programs. CRM software.		
<b>Basic bibliography:</b>		
1. Daszkowska M. Usługi. Produkcja, rynek, marketing Wydawnictwo Naukowe PWN Warszawa 1998		
2. Gilmore A., Usługi - marketing i zarządzanie PWE Warszawa 2006		
3. Payne A., Marketing usług PWE Warszawa 1997		
<b>Additional bibliography:</b>		
1. Rogoziński K., Nicholls R., Marketing usług na przykładach Akademia Ekonomiczna Poznań 2001		
2. Pr. zb. pod red Styś A., Marketing usług PWE Warszawa 2003		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Lectures	15	
2. Solutions of case studies	25	
3. Consultations	8	
4. Student self education	25	
5. Test	2	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	75	3
Contact hours	23	1
Practical activities	25	1