



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

PO 3.2.2 Marketing usług - EC 3.2.2 Marketing services

### Course

Field of study

Teleinformatics

Year/Semester

2/3

Area of study (specialization)

Profile of study

general academic

Level of study

second-cycle studies

Course offered in

Polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

Tutorials

0

Projects/seminars

0/0

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

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Development  
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### 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 related with the creation and implementation of service marketing concepts and plans.

### 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 for 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 situation 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, e.g. using e-courses, (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.

1. Traditional and relational marketing in services.
2. Marketing mix (7P model).
3. Internal and interactive marketing in services (3OR model).
4. Definition and classification of service.
5. Service market (scientific publications analysis).
6. Characteristics of selected types of ICT and other services.
7. The process of purchasing services.
8. Customer segmentation of the service market.
9. Differentiation and positioning of services.
10. Product-service strategy (functional analysis).
11. Product - service life cycle.
12. Creating new services.
13. Customer service.
14. Quality of services (Servqual method and gap model).
15. Promotion of services (IMC)
16. Processes and personnel services provided.

### Teaching methods

Lecture, talk, presentation.



## Bibliography

### Basic

1. Marketing usług, Payne A., PWE, Warszawa, 1997
2. Marketing usług, Pr zb. pod red. A. Styś PWE, Warszawa, 2003

### Additional

1. Zarządzanie marketingowe na rynku usług transportowych. Rucińska D., Ruciński A., Wyszomirski O.: Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2005.
2. Marketing przedsiębiorstw przemysłowych, red. Wł. Mantura, Poznań 2000
3. Promocja usług, Marczak M., Boguszewicz-Kreft, CeDeWu, Warszawa, 2019
4. Services marketing, Maria Johann, Warsaw School of Economics, 2015
5. Network of contradictions analysis in marketing information quality management, Majchrzak J., Miądowicz M., Systematic complex problem solving in the age of digitalization and open innovation / red. Denis Cavallucci, Stellan Brad, Pavel Livotov - Cham, Switzerland : Springer, 2020

## Breakdown of average student's workload

	Hours	ECTS
Total workload	56	2.0
Classes requiring direct contact with the teacher	30	1.0
Student's own work (preparation for tests, literature studies)	26	1.0