



GRADUATE SCHOOL

GM1116 Marketing in the Service Economy, 7.5 credits

Marknadsföring i tjänsteekonomin, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2018-02-26 to be valid from 2018-09-03, autumn semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Marketing in the Service Economy, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg

The course can be part of the following programmes: 1) Master of Science in Management (S2MAN), 2) Master of Science in Marketing and Consumption (S2MAC), 3) Master of Science in Accounting (S2ACC), 4) Master of Science in Economics (S2ECO), 5) Programme in Business and Economics (S1HEG), 6) Master of Science in Logistics and Transport Management (S2LOG), 7) Programme in Business and Economics (S1HEM), 8) Program in Environmental Social Science (S1SML), 9) Master of Science in Knowledge-based Entrepreneurship (S2KEN), 10) Programme in Logistics management (S1LOM), 11) Master of Science in Accounting and Financial Management (S2REF), 12) Master of Science in Finance (S2FIN), 13) Master of Science in International Business and Trade (S2IBT) and 14) Master of Science in Innovation and Industrial Management (S2IFM)

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Marketing in the Service Economy, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

1.1 describe (in a general sense) the theoretical perspectives that may be applied when studying the service economy

1.2 account for central concepts in the literature regarding marketing in the service economy

Competence and skills

2.1 independently choose, argue for and apply central concepts within the services marketing literature on the analysis of a real world phenomenon/organization related to the service economy

2.2 independently search for and evaluate relevant literature focusing on marketing in the service economy

2.3 within a given framework present and communicate the result of an analysis related to marketing in the service economy

Judgement and approach

3.1 evaluate and critically reflect upon academic literature within the field of services marketing

Course content

The course Marketing in the Service Economy takes as starting point theories of services marketing and service logic. The student will comprehensively work with various marketing concepts and theoretical models aiming to give a nuanced depiction of the increasingly important service sector: how may various types of services be understood and which theoretical tools may be employed in order to analyze the role of the consumer? The course distinctly focuses on a number of central phenomena within the

service economy – all with the consumer as main actor – and attempts to understand the underlying motives for the behavior of the service consumer.

Services contain certain characteristics increasing the level of complexity: they are by nature intangible, they frequently involve interaction between several parties and are often consumed and produced simultaneously. This high level of complexity implies a challenge for businesses operating in the service sector. The course attempts, through practical case-oriented specializations, accept this challenge and clearly assess how this complexity may be managed – e.g. through a focus on the attraction, retention, and building of strong customer relationships.

The course Marketing in the Service Economy is based on learning through relevant problems and cases, existing in the service economy of today. Given a fundament of theoretical models, the students are encouraged to independently and creatively work in order to solve the problems at hand. Practically, the students work in groups with cases (along with adhering presentations), and with an individual assignment regarding an organization/a phenomenon of the service economy.

Form of teaching

Teaching consists of lectures and seminars/workshops.

Language of instruction: English

Assessment

The course is examined through the following forms of examination:

Individual assignment

- Hand-in: written assignment

Learning outcomes: 1.1, 1.2, 2.1, 2.2, 3.1

Scale: Fail/Pass/Pass with Distinction

Case-related groupwise examination (written hand-ins + presentations)

- Hand-in: Cases

Learning outcome: 1.1, 1.2, 2.1, 2.2, 3.1

Scale: Fail/Pass/Pass with Distinction

- Presentations: Cases

Learning outcome: 2.3

Scale: Fail/Pass

The individual assignment shall be written individually; cooperation in formulating text, tables, figures etc is hence not allowed.

Absence from one or several of the compulsory presentations may be compensated for by handing in an individual make-up assignment with a theme identical to the missed presentation/examination.

An individual assignment that has received grade Fail can be completed.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

To receive the grade Pass, the student is required to have at least a Pass (>50%) on the individual assignment, a Pass on all presentations and at least 50% of the total number of points on the course (with weights 45% from result on group assignments and 55% from result on the individual assignment).

To achieve the grade Pass with Distinction, the student has to have a Pass with Distinction on the individual assignment, a Pass on all presentations and at least 75% of the total number of points on the course (with weights 45% from results on group assignment and 55% from result on the individual assignment).

Course evaluation

The course will be evaluated upon completion.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.