



GRADUATE SCHOOL

GM1121 Service design - applied consumer behaviour, 7.5 credits

Tjänstedesign - konsumentbeteende i praktiken, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2021-08-19 to be valid from 2022-01-17, spring semester of 2022.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Service design - applied consumer behaviour, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Service design - applied consumer behaviour, 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. in an in-depth way account for central concepts within the area of consumer behavior in the service economy

Competence and skills

2.1 independently select, argue for and apply central concepts within services marketing on a real world situation connected to communication within a service context

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

2.3 discuss and verbally criticize theories regarding consumer behavior in the service economy

Judgement and approach

3. evaluate and critically reflect upon academic literature regarding consumer behavior in the service economy.

Course content

In this advanced course in Service design – applied consumer behaviour, students will be exposed to a number of central topics regarding services design and its implications for consumer behaviour.

The course addresses the central service design topics from a theoretical perspective, taking as starting point in academic articles. It further emphasizes the connection to practical problems and enables the student to work closely with an organization/company in order to apply knowledge gain in a real-life situation. The practical connection, with focus on web-site design, continues throughout the course, and evolves along with theoretical seminars.

The starting point of the course is knowledge about the organization/company and the service it delivers. An initial analysis of the current web-site is performed along with a discussion regarding the type of service delivered (search/experience/credence). The focus then shifts to the consumer, discussion relevant customer segmentation, role of emotions in the service design and the possibility of working with story-telling and co-creation in a service design context. The central issues are thus traditional marketing concepts, now analysed and applied in a service design context.

Form of teaching

Lectures and seminars on various themes, preceded by written reports.

Language of instruction: English

Assessment

Learning objectives 1, 2.1 and 2.2 are assessed through a written group assignment and written individual assignments.

Learning objective 2.3 is assessed through active participation in seminars.

Learning objective 3 is assessed through a written group assignment, written individual assignments and an individual log.

Participation in seminars is compulsory. If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

The individual assignments shall be written individually; cooperation in formulating text, tables, figures etc is hence not allowed. A failed assignment (individual and/or group) can be supplemented to a Pass grade.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The participation in seminars and individual logs are graded Pass/Fail. The grade (A-E) corresponds to the total score a student

obtains on the group assignment (40 % of final grade) and the individual assignments (60 % of final grade). To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

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.