



GRADUATE SCHOOL

GM1126 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 2021-03-23 and was last revised on 2023-02-02 to be valid from 2023-08-28, autumn semester of 2023.

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

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

2. account for central concepts in the literature regarding marketing in the service economy

Competence and skills

3. 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

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

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

Judgement and approach

6. 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

Learning outcomes 1, 2, 3, 4, 6 are assessed through an individual exam and written group assignments.

Learning outcome 5 is assessed through presentations, groupwise.

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

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.

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 grade (A-E) corresponds to the total score a student obtains on the individual exam (70 % of final grade) and the aggregated results on the written group assignments (30 % of final grade). The presentations are graded Pass/Fail. 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.