



Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Services Marketing		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	5	Semester	Fall
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>It is expected that students are able to:</p> <ol style="list-style-type: none"> 1. Define the importance of services in the economy; 2. Define the characteristics of the marketing mix of services, making practical applications for the tourism sector; 3. Develop practical assignments that take into account the reality of the tourism sector; 4. Organize, implement and monitor marketing policies in service sector organizations. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Specific aspects of the Services. 2. The classification of services. The involvement of consumers in the production of services. 3. The Consumer behavior in services. 4. The development of segmentation and positioning in the services market. 5. The adjustment of supply to demand and the potential problems of relationships. 6. Services and increased value creation. 7. The services prices. 8. Communication with customers: education and communication. 9. The relationship between capacity and demand. 10. The physical evidence. 		
Assessment methods	Written test		
Recommended readings	<ul style="list-style-type: none"> • LOVELOCK, CHRISTOPHER E OUTROS (1999): <i>Services Marketing. A European Perspective</i>. Prentice Hall Europe. London. • FISK, RAYMOND P.; GROVE, STEPHEN J.; JOHN, JOBY (2000): <i>Interactive Services Marketing</i>. Houghton Mifflin. Boston. • OÑATE, FERNANDO MUÑOZ (1997): <i>Marketing Turístico</i>. Editorial Centro de Estudios Ramón Areces, S.A.. Madrid. • ZEITHAMAL, VALARIE A.; BITNER, MARY JO and GREMLER, DWAYNE D. (2006): <i>Services Marketing</i>. McGraw-Hill International Editions. • HOFFMAN, K. DOUGLAS; BATESON, JOHN, E.G. (1997): <i>Essentials of Services Marketing</i>". <i>The Dryden Press</i>. • BATESON, JOHN E. G.; HOFFMAN, K. DOUGLAS (1999): <i>Managing Services Marketing</i>. The Dryden Press. • LOVELOCK, CHRISTOPHER, (2007): <i>Services Marketing. People, technology, strategy</i>. Prentice Hall. 6ª Edition. 		
Additional information			