

	<u>Subject title:</u> SERVICES MARKETING			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
	Compulsory	IV	6	3L+3T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Professor Ratimir Jovičević, PhD; Teaching Assistant Milica Raičević, MSc
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Seminar papers, Homework = 10 points
<u>Objectives:</u> To provide students with an insight into the specific features of the application of marketing in the growing sector of services in order to help them successfully apply the marketing philosophy in this field.

SYLLABUS:

- Concept and characteristics of Services Marketing.
- Development and evolution of services marketing
- Consumer behaviour in the purchase process.
- Satisfaction of services users.
- Services market research and marketing database.
- Positioning of services at target segments.
- Development of long-term relationships with consumers.
- Development of long-term relationships with consumers – continuation.
- Strategy of a services company and dissatisfaction of consumers. Services product creation.
- Services process management.
- Services environment as an element of marketing mix.
- People as marketing instruments in the service sector.
- Distribution channels.

READING LIST AND REFERENCES:

- Loverlock, C.H., *Services Marketing*, Prentice Hall, 2007

- John E.G.Bateson,K.Douglas Hoffman, *Services Marketing*, Stout Western,Cengage Learning, 2011.