Services marketing

Course number	ECTS Credits	Language	Semester	Level
E047	**5**	**English**	**Summer**	**BM**

Lecturer(s)	Aleksandra Selinšek, PhD
Content	- Services status in the society - Definition and characteristics of services components - Services marketing mix - The role of contact personnel in services - Service environment and physical evidence - New technologies and services - Perceived service value with its antecedents (service quality) and consequences (satisfaction, loyalty)
Textbooks	Lovelock, C.H.&Wirtz, J. 2011. Services Marketing: people, technology, strategy. 7th Edition. New Jersey: Prentice Hall – selected chapters.
Objectives	Today's developed societies are essentially service-oriented, and this course examines the basic principles of modern exchange relationships at business to business (B2B) as well as at business to consumer (B2C) markets. Contemporary trends will be applied especially to corporate governance but at the same time not neglected cases from other major services industries. Lectures will be combined with a number of lectures from business practice experts, examples of successful case studies, as well as independent and team work of students.
Learning and teaching methods	Ex-cathedra lecturing; Interactive lecturing; Case studies
Assessment	Seminar paper 50%; Active work in class 10%; Written examination 40%