



SUBJECT DATASHEET

Value-driven service marketing

BMEGT20MN62

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Value-driven service marketing

ID (subject code)

BMEGT20MN62

Type of subject

Contact lessons

Course types and lessons

| <i>Type</i> | <i>Lessons</i> |
|-------------|----------------|
| Lecture | 2 |
| Practice | 0 |
| Laboratory | 0 |

Type of

assessment

midterm grade

Number of

credits

3

Subject Coordinator

| <i>Name</i> | <i>Position</i> | <i>Contact details</i> |
|-------------|-----------------|------------------------|
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|-------------------|---------------------|--------------------------|
| Dr. Kovács Stefan | assistant professor | kovacs.stefan@gtk.bme.hu |
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Educational organisational unit for the subject

Department of Management and Business Economics

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU, angol - EN

Curricular role of the subject, recommended number of terms

Programme: **MSc in Engineering Management**

Subject Role: **Compulsory elective**

Recommended semester: **4**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580672/5/2023 registration number. Valid from: 25.10.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to introduce the services market and the features of service marketing. The specifics of the application of marketing tools in the field of services and management techniques will be discussed.

Academic results

Knowledge

1. Knows the conditions and methods of establishing and developing economical operation.
2. Knows the operating principles of organizations as purposeful systems.
3. Knowledge of technical, management and management activities and their relationships.
4. Knows the theory and methodology needed to start up and manage production and service companies.

Skills

1. Ability to apply the acquired knowledge and practical application of problem-solving techniques in the technical field.
2. Ability to review production and service processes from a technical, economic, human and another societal point of view, and to communicate between professionals.
3. Able to create and implement business plans, perform technical and economic decision-making tasks and decision-making, and develop and implement innovation strategies.
4. Able to co-ordinate tasks requiring multidisciplinary technical knowledge and to direct their implementation.
5. Creativity, flexibility, good communication, reasoning, cooperation, problem-solving skills.

Attitude

1. Commit to professional and ethical values associated with your area of expertise.
2. Seek to design and execute its tasks on a professional level, individually or in teams.
3. It is characterized by continuous learning skills, broad and thorough literacy, advanced analyzing and synthesizing ability, sensitivity to the environment, as well as health promotion.
4. Strong ethical stance, critical and self-critical.
5. Suitable for collaboration, teamwork and, after proper practice, performing independent leadership roles.
6. Respects the professional opinions and achievements of others.

Independence and responsibility

1. Characterized by initiative, responsibility, and decision-making.
2. Appreciate the work of their subordinates, share their critical remarks with them to promote their professional development, and educate their colleagues on responsible and ethical practices.
3. It shall independently monitor technical, technological, economic, financial, legal and social developments in its area of expertise.

Teaching methodology

Lectures, teamwork on case studies, projects.

Materials supporting learning

- Kötelező irodalom a tantárgyhoz készített jegyzet, a tanuláshoz felhasználandó az előadásokon bemutatott prezentációk.
- A tantárgyhoz kapcsolódó jegyzet és a prezentációk: <https://edu.gtk.bme.hu>, a tantárgy neve alatt letölthetőek.
- Compulsory literature is a note taken for the subject, and presentations made during the lectures to be used for learning.
- Notes and presentations related to the subject are available: <https://edu.gtk.bme.hu> under the subject name. Additional supplementary material used for case studies is provided by the lecturer online or printed.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The subject is continuously assessed, and two midterm exams (35 and 35 points) are used to assess knowledge, covering topics of nearly the same difficulty and weight. The remaining 30 points are for further group submissions based on team working.

Performance assessment methods

A detailed description of performance tests during the term: The subject is continuously assessed, 2 midterm exams are used to assess knowledge (35-35 points). Further assessment is based on a group exercise where students can test their knowledge through case studies. Teams can earn 30 points in the course of the work, divided as follows: • 20 points based on the result of the team working and • 10 points for the written essay.

Percentage of performance assessments, conducted during the study period, within the rating

- 1st midterm: 35
- 2nd midterm: 35
- teamwork: 30
- total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

| | |
|--------------|-------|
| Excellent | 91 |
| Very good | 87–90 |
| Good | 75–86 |
| Satisfactory | 63–74 |
| Pass | 50–62 |
| Fail | 0–49 |

Retake and late completion

1) During the last week of the term, we will allow for the replacement/repair of both enclosed spaces, but according to the relevant points of the TVSZ, a maximum of one enclosed space may be replaced. 2) In case of repair, the result achieved on the replacement midterm(s) will count towards the final result. (Can get worse!) 3) The correction - based on the original 2 midterms - is counted by the re-writing of midterms by students who have achieved at least a sufficient grade. 4) There is no other way to obtain the mid-term ticket, except for their closed places and their replacement at the specified time

Coursework required for the completion of the subject

| | |
|-----------------------------------------|----|
| részvétel a kontakt tanórákon | 28 |
| felkészülés a teljesítményértékelésekre | 50 |
| házi feladat elkészítése | 12 |
| összesen | 90 |

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 09.10.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

To achieve learning outcomes described in point nr. 2.2, the subject consists of the following thematic blocks. In the courses offered during each semester, these topic items are scheduled according to the calendar and other factors.

- 1 Introduction to Service Marketing
- 2 The value-driven marketing concept in service marketing
- 3 Marketing strategies for service companies
- 4 Investigating consumer behavior and customer retention
- 5 Service Product, Price, Sales and Communication Policy
- 6 Manage the human factor, material elements and service process
- 7 Services design
- 8 Other management approaches to reduce bilateral risk
- 9 Teamwork (eg case studies, simulation practice)

Additional lecturers

Approval and validity of subject requirements