



# **SUBJECT DATASHEET**

## **SERVICE MARKETING**

### **BMEGT20MN06**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

SERVICE MARKETING

### ID (subject code)

BMEGT20MN06

### Type of subject

Contact lessons

### Course types and lessons

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

### Type of assessment

mid.term  
grade

### Number of credits

3

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Szalkai Zsuzsanna	associate professor	szalkai.zsuzsanna@gtk.bme.hu

### Educational organisational unit for the subject

Department of Management and Business Economics

### Subject website

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

### Language of the subject

magyar és angol, HU - EN

### Curricular role of the subject, recommended number of terms

#### Direct prerequisites

<i>Strong</i>	None
<i>Weak</i>	None
<i>Parallel</i>	None
<i>Exclusion</i>	None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580884/8/2023 registration number. Valid from: 29.11.2023.

## 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. Extra points earned by active participation in the related lectures are added to the score of each performance evaluations.

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

- summary performance evaluation and partial performance evaluation (ac-tive participation): 35
- summary performance evaluation and partial performance evaluation (ac-tive participation): 35
- summary performance evaluation and partial performance evaluation (ac-tive participation): 30
- summary performance evaluation and partial performance evaluation (ac-tive participation): 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) Replacement/correction of midterms: 14th week 2) In the last week of the term period, we will allow the replacement/correction of both midterms, but - according to the relevant clauses of the Code of Studies - a maximum of one midterm can be replaced. 3) In the event of a correction, the result achieved at the repeat midterm counts in the final result. (You can make it worse!) 4) Correction is for students who have achieved at least a sufficient grade on the midterm - based on the original 2 midterms. 5) There is no other way to obtain the final grade.

#### Coursework required for the completion of the subject

participation on contact lessons	28
preparation for assessment	50
preparation of homework	12
total	90

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.11.2023.

# 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 Quality of service
- 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

Kovács Stefan egyetemi adjunktus kovacs.stefan@gtk.bme.hu  
Kelemen-Erdős Anikó egyetemi docens kelemen-erdos.aniko@gkt.bme.hu

### Approval and validity of subject requirements