



SUBJECT DATASHEET

SERVICE MARKETING

BMEGT20ML16

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

SERVICE MARKETING

ID (subject code)

BMEGT20ML16

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	1
Practice	0
Laboratory	0

Type of assessment

exam 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 - HU; angol - ENG

Curricular role of the subject, recommended number of terms

Programme: **Marketing MSc from 2017/18/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

Programme: **Marketing MSc from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

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: 581046/15/2021. Valid from: 24.11.2021.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the specialities of the services and the service marketing in customer-oriented way. The concept of the course is provided by gap-model of service quality. Research and handling of customer expectation, the planning of the services will be discussed. The role of customers and employees is emphasized in connection with the performance of services. The issue of integrated service marketing communication and pricing will also be discussed.

Academic results

Knowledge

1. Know the special research methods (knowledge acquisition ,problem solving) of marketing, abstraction techniques, ways of developing practical aspects of issues of principle, method of planning, measurement and analysis in marketing field.
2. Know resource-based principles of marketing strategy, analysis methods of strategy management, and theoretical basis and analysis methods of other marketing sections (e.g.: salesmanagement, marketing engineering, qualitative research, creative planning).
3. Well know the vocabulary of marketing field and specialities of written and spoken language communication: most important forms, methods and techniques in native and foreign languages.
4. Know the connection of value-creating marketing processes and innovation.

Skills

1. Define new conclusions, original ideas and solution methods, are able to use analysis and model methods, develop strategy for complex problem solving, make decision in various domestic and international environment and in organizational culture also.
2. Are able to perform the detailed analysis of different in the marketing field and to define the comprehensive and special correlations.
3. Are able to identify special professional problems with a multifaceted, interdisciplinary approach, and to explore and formulate the necessary detailed theoretical and practical background for their solution.
4. Use the knowledge on high level of knowledge transfer techniques and process the related hungarian and foriegn publications.
5. Develop personal equation according to own analysis and defends in debate and be able to develop strategies for solving complex problems, planning the solution, making the decisions.
6. Are able to prepare analysis and presentation independently for management.

Attitude

1. Are critical for own work and for work and behavior of their employees, show innovative and proactive behavior in hendling of economic problems. Open and inclusive of new achievements in economics and practice.
2. Undertake the comprehensive and special relationships, that professional identity, that are the specific character, personal and community role of the marketing field.
3. Authentically convey the summary and detailed problems of his profession.
4. Make a decision in new, complex, strategic decision-making situation as well in unexpected life situation according to legal and ethical norms and standards.

Independence and responsibility

1. Independently idetify and applies the relevant problem-solving methods in areas which are important from the organization-political, strategic and management point of view, independently perform economic analysis, decision preparation and consulting tasks.
2. Are responsible for own work and for organization, company, the employees leaded by them.
3. Represent independently their established marketing professional opinion in well-known decision-making situations. Also take responsibility for their environmental and social impacts in new, complex decision-making situations.

Teaching methodology

Lectures, case study during lectures.

Materials supporting learning

- Szalkai Zs.: Szolgáltatásmarketing, Oktatási segédanyag, 2019.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése év végi írásbeli teljesítménymérés (összegző tanulmányi teljesítményértékelés), illetve nem kötelező beadandók alapján történik.

Performance assessment methods

A. Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: - Írásbeli teljesítményértékelés: vizsgaidőszakban 60 perces írásbeli vizsga.

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

Percentage of exam elements within the rating

- vizsgaidőszakban végzett teljesítményértékelés: 100%
- összesen: 100%

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	91-100
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	0-49

Retake and late completion

1. A teljesítményértékelésekhez nem tartozik évközi követelmény. 2. A vizsgaidőszakban végzett teljesítményértékelés javítása és pótlása a TVSZ szerint történik.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	7×2=14
felkészülés a teljesítményértékelésekre	0
beadandó elkészítése	0
kijelölt írásos tananyag önálló elsajátítása	30
vizsgafelkészülés	46
	90

Approval and validity of subject requirements

0

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok sillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 Bevezetés a szolgáltatásmarketingbe – a szolgáltatásminőség résmodellje.
- 2 A vevői elvárások kutatása.
- 3 A vevői elvárások kezelése – panaszkezelés.
- 4 Szolgáltatások tervezése – termék, folyamat, tárgyi elemek, márka, szolgáltatás innováció.
- 5 Szolgáltatások teljesítése – értékesítés. a vevők és az alkalmazottak szerepe, a kereslet és a kapacitás összehangolása.
- 6 A szolgáltatás ígéret – kommunikáció és árazás.

Additional lecturers

Approval and validity of subject requirements

0