

SYLLABUS

1. Information on academic programme

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Undergraduate
1.6. Academic programme / Qualification	Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Economic performance planning, control and reporting specialist

2. Information of Course Matter

2.1. Course		Services Marketing			2.2. Code		BA228	
2.3. Course Leader/ Seminar Tutor			PASTIU CARMEN ADINA					
2.4. Seminar Tutor			PASTIU CARMEN ADINA					
2.5. Academic Year	II	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/C-examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C	

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					hours
Individual study of readers					25
Documentation (library)					6
Home assignments, Essays, Portfolios					25
Tutorials					-
Assessment (examinations)					2
Other activities.....					-
3.7 Total number of hours for individual study			58		
3.9 Total number of hours per semester			100		
3.10 Number of credits			4		

4. Prerequisites (where applicable)

4.1. about curriculum	
4.2. about competences	

5. Requisites (where applicable)

5.1. course-related	Classroom with video projector / board
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5.2. seminar/laboratory-based	Classroom with video projector board

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	C1. Knowledge, and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate use in professional communication; C2. Use of computer tools and applications in marketing activities C3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance C5. Drawing up professional projects with methods and principles acknowledged in the field
Transversal competences	

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The study of the discipline will provide students with the knowledge and skills in the field of marketing that will help them to make viable decisions in different situations, regarding the marketing mix.</i>
7.2 Specific objectives of the course	

8. Course contents

8.1 Course	Teaching methods	Observations
Chapter 1. Introduction to the services marketing 1.1. Content of services marketing 1.2. Characteristics of the services marketing	<i>Lecture, presentation, discussions</i>	<i>1 hours</i>
Chapter 2. Marketing environment of the companies 2.1. Peculiarities of the concept of marketing in the field of services 2.2. External environment of the services providing companies 2.3. Internal environment of the services providing companies 2.4. The relations between the services providers companies with the external environment	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
Chapter 3. Service marketing – peculiarities 3.1. Specialisation of the services marketing 3.2. Tourism marketing 3.3. Financial and banking marketing 3.4. Marketing in the field of transport	<i>Lecture, presentation, discussions</i>	<i>3 hours</i>
Chapter 4. Quality peculiarities in the field of services 4.1. Differences in concepts between service quality and material goods 4.2. Quality of services – defining elements 4.3. Service quality assessment	<i>Lecture, presentation, discussions</i>	<i>4 hours</i>
Chapter 5. Service provider's market 5.1. Essential component of external environment 5.2. Management – strategic marketing in the field of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>

5.3. Strategic marketing in the field of services		
Chapter 6. Marketing policies in the field of services 6.1. Marketing strategies in the field of services	<i>Lecture, presentation, discussions</i>	2 hours
Chapter 7. Product policy 7.1. Concept of global service 7.2. New services – limits and possibilities 7.3. Product strategies 7.4. Peculiarities of product policy for various types of services	<i>Lecture, presentation, discussions</i>	4 hours
Chapter 8. Distribution policy 8.1. Consumer role in service distribution 8.2. Service distribution through mediators and electronic communication channels 8.3. Distribution strategies 8.4. Peculiarities of distribution for various types of services	<i>Lecture, presentation, discussions</i>	2 hours
Chapter 9. Price policy 9.1. Price of services 9.2. Price strategies 9.3. Peculiarities of price strategies for various types of services	<i>Lecture, presentation, discussions</i>	2 hours
Chapter 10 Communication policy 10.1. Content of the communication activity 10.2. Communication messages 10.3. Promotional means employed in the field of services 10.4. Peculiarities of promotion within various types of services	<i>Lecture, presentation, discussions</i>	2 hours
8.2 Bibliography		
<ol style="list-style-type: none"> 1. Baker M. The Marketing Book, Fifth Edition, Butterworth-Heinemann, 2003 2. LINDSTROM, Martin BRANDWASHED. TRICKS COMPANIES USE TO MANIPULATE OUR MINDS AND PERSUADE US TO BUY, KOGAN PAGE London 2012 3. Lovelock C., <i>Marketing des services</i>, Pearson Education, Paris, 2004 4. Lovelock, Christofer`Wirtz, Jochen <i>Services Marketing : People, Technology, Strategy</i> Pearson Education Limited Harlow 2011 5. Goworek, Helen`McGOLDRICK, Peter <i>RETAIL MARKETING MANAGEMENT : PRINCIPLES AND PRACTICE</i>, PEARSON EDUCATION LIMITED Harlow 2015 6. McCarthy, J., E.; Shapiro, S., J.; Perreault, W., D, <i>Essentials of Marketing</i>, Homewood USA: IRWIN, 1988 7. Myers, J., H, <i>Marketing</i> , McGRAW-HILL BOOK COMPANY, 1986 8. Pastiu C. <i>Marketing</i> Seria Didactica 2015 9. Pride, W., M.; Ferrell, O.C, <i>Marketing</i> , BOSTON: HOUGHTON MIFFLIN COMPANY, 1991 10. Stone, M., A.; Desmond, J., McCall, J.B., <i>Fundamentals of Marketing</i>, LONDON: ROUTLEDGE, 2007 		
Seminar-lab		
1. Differences between services and material goods; characteristics of services	<i>Presentation, analysis, discussions</i>	2 hours
2. Application: External environment analysis for a service provider Internal environment analysis for a service provider	<i>Presentation, analysis, discussions</i>	2 hours
3. Tourism marketing; Financial and banking marketing; Marketing in transport – applications; Service provider market – case study	<i>Presentation, analysis, discussions</i>	2 hours
4. Marketing strategies in the field of services Peculiarities of the product policy depending on various types of	<i>Presentation, analysis, discussions</i>	4 hours

services Case study – a new hotel in Alba Iulia		
5. Case study: distribution channels for various types of services Price strategies Peculiarities of the price strategies for various types of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
6. Case study: modes of communication and promotion in the field of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
8. Bibliography		
<ol style="list-style-type: none"> 1. Baker M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003 2. Lovelock C., <i>Marketing des services</i>, Pearson Education, Paris, 2004 3. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, <i>Essentials Of Marketing</i>, Homewood USA:IRWIN,1988 4. Myers, J., H, <i>Marketing</i> , McGRAW-HILL BOOK COMPANY,1986 5. Pastiu C. Marketing Seria Didactica 2015 6. Pride, W., M.; Ferrell, O.C, <i>Marketing</i> , BOSTON:Houghton Mifflin Company,1991 7. Stone, M.,A.;Desmond, J., McCall, J.B.,<i>Fundamentals of Marketing</i>, LONDON:ROUTLEDGE,2007 		

9. Corroboration of course contents with the expectations of the epistemic community’s significant representatives, professional associations and employers in the field of the academic programme

According to market requirements, the course provides the students with skills and possibilities needed in order to make comparisons between products and services, to analyse and interpret processes and phenomena imposed by the market peculiarities for service marketing, to analyse the elements of marketing mix within services

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight of the final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	60 %
	-	-	-
10.5 Seminar	<i>Eg. Verification during the semester</i>	<i>Project</i> <i>1. Realization of a project</i> <i>2. Involvement in seminar activities</i>	40 % = 35% 5%
	-	-	-
10.6 Minimum performance standard: Obtaining minimum 5 (five).			
<ul style="list-style-type: none"> - obtaining the minimum mark 5 (five) - attendance at least 80% of all seminars - minimum 60% attendance at the courses - realization of the semester project according to the requirements 			
<ol style="list-style-type: none"> 1. Knowledge, understanding of the basic concepts, theories and methods of marketing services and the area of specialization; their proper use in professional marketing communication 2. Use of basic knowledge for explaining and interpreting concepts, situations, processes, associated with the field of 			

services marketing

Fill in date

04.09.2019

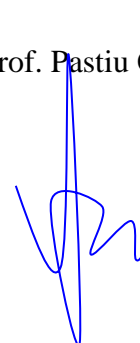
Course titular's signature,

PhD Assoc.Prof. Pastiu Carmen Adina



Seminar titular's signature,

PhD Assoc.Prof. Pastiu Carmen Adina



Approval date in departament

5.09.2019

Department director's signature,

PhD Assoc.Prof. Gavrilă-Păven Ionela

