



Universidad  
de Alcalá

# COURSE GUIDE

## SERVICE MARKETING

**Bachelor's Degree in Business  
Management  
University of Alcalá**

**Academic Year 2024/2025**  
**Fourth year - First Semester**

## Course Guide

Subject name:	<b>Service Marketing</b>
Code:	<b>340071</b>
Part of degree:	<b>Bachelor's Degree in Economics and International Business</b>
Department and Subject Area:	<b>Department: Economics and Business Management Research and Teaching Unit: Commercialisation and Market Research</b>
Nature of course:	<b>Optional</b>
ECTS Credits	<b>6</b>
Degree year and trimester:	<b>Fourth year - First Trimester</b>
Teaching Staff:	<b>Sergey Kazakov (sergey.kazakov@uah.es)</b>  <b>Cristina Loranca Valle (cristina.loranca@uah.es)</b>
Charge of the subject:	
Teaching Schedule	<b>To be arranged with the teachers</b>
Language of course:	<b>English</b>

### 1. PRESENTATION

Service Marketing is a subject that belongs to the Degree in Business Administration. It is taught in the first semester and it is an optional subject of six credits.

The sector of services is made up by public and private organizations, both for profit or non-profit organizations, that has been experiencing an increase in significance for the last decades in most of the economies. This is the most important and dynamic sector, because of its contribution to the GDP and to job creation. In fact, competence in the sector and demand have been intensified.

It is also important to consider the distinguishing characteristics of services and the way these are perceived by consumers and users. This implies that the implementation of the principles and marketing methods to services is complex and not yet very common.

This guide is a tool that will help the student understand how the lectures are going to be taught, what is needed to be done in order to pass the subject, how work will be assessed, etc. In conclusion, it is an approach to what will happen both inside and outside the classroom.

## 2. SKILLS TO BE DEVELOPED

### Generic competences:

- CG1.- Ability to solve problems in the business environment.
- CG2.- Ability to analyse and synthesise economic and business issues.
- CG3.- Ability to organise and plan business.
- CG4.- Ability to analyse and search for information from different business sources.
- CG5.- Ability to make business decisions.
- CG6.- Ethical commitment at work.
- CG7.- Ability to work in a team.
- CG8.- Working in pressurised business environments.
- CG9.- Motivation for quality in the company environment.
- CG10.- Ability to adapt to new situations.
- CG11.- Commitment to the development of human rights, democratic principles, equality between women and men, solidarity, environmental protection and the promotion of a culture of peace.
- CG12.- Ability to use the English language to search for information and use resources in that language, and in the preparation and presentation of academic activities.

### Basic competences

- CB1 - Students have demonstrated knowledge and understanding of an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.
- CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.
- CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

### Transversal competences

- CT1.- Acquire techniques and skills related to professional practice, including the application of the appropriate deontological regulations.
- CT2.- Knowing the resources available for accessing information and using them effectively.
- CT3.- Acquire oral and written communication skills in modern languages, both in professional environments and in other types of contexts.
- CT4.- Understand the ideas and arguments expressed in a foreign language, in writing and orally, both in everyday situations and in professional and specialised contexts.
- CT5.- Manage in an advanced way the most frequently used office tools in a professional environment (word processing, databases and spreadsheets) and

advanced use of electronic communication, navigation and data search programmes (e-mail and Internet).

CT6.- Design presentations using computer programmes and the ability to structure information in an appropriate manner and transmit it clearly and efficiently, with a basic knowledge of the functioning of data transmission networks.

CT7.- Know the main techniques of management, conflict resolution, labour selection and motivation of human teams in a work environment with the use of effective strategies in time management.

CT8.- Plan and develop research in a specific field of study, in accordance with the academic and scientific requirements that are specific to it.

CT9.- Know the history of the University of Alcalá, the functioning of European institutions and the historical, social, economic and cultural reality of European and Latin American countries.

Specific competences:

CE1.- Acquire the skills to defend economic-business points of view, using the minimum tools necessary to be able to express orally and in writing, in a scientific way, economic data of a company-institution.

CE4.- Acquire the skills to carry out an idea in the business world.

CE19.- Acquire the basic concepts of marketing (market, demand, environment, competition, product, price, distribution and promotion), developing the fundamentals of market segmentation, consumer behaviour and market research for the design of marketing strategies.

### 3. CONTENTS

Content blocks (subjects may be specified if deemed necessary)	Total number of classes, credits or hours
Introduction to the subject and initial considerations	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Subject 1. CHARACTERISTICS OF SERVICES MANAGEMENT <ul style="list-style-type: none"> <li>- The importance of service marketing</li> <li>- Service industry evolution</li> <li>- Reasons to apply service marketing</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Subject 2. CONCEPT AND CLASSIFICATION OF SERVICES <ul style="list-style-type: none"> <li>- Service concept</li> <li>- Classification of services</li> <li>- Differential characteristics of the services</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>

<b>Subject 3. MARKETING MIX FOR SERVICES</b> <ul style="list-style-type: none"> <li>- Product strategies: product lines and ranges; brand management; development of new products.</li> <li>- Distribution strategies: Objectives and functions of physical distribution; selection and location of distribution channels.</li> <li>- Price Strategies: Pricing Methods and Strategies; price decision on services.</li> <li>- Promotion strategies: communication in services</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
<b>Subject 4. SPECIFIC MARKETING STRATEGIES FOR SERVICES</b> <ul style="list-style-type: none"> <li>- Make tangible services</li> <li>- Identify services</li> <li>- Set the price based on perceived value</li> <li>- Make cross-selling</li> <li>- Using personal promotion</li> <li>- Differentiate through quality of service.</li> <li>- Create a solid corporate image.</li> <li>- Industrialization of the service.</li> <li>- Singularization of the service.</li> <li>- Counter the perishable nature of services.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
<b>Subject 5. QUALITY OF SERVICE AND CUSTOMER SATISFACTION</b> <ul style="list-style-type: none"> <li>- The quality of service</li> <li>- Value of services</li> <li>- Consumer expectations</li> <li>- Consumer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
<b>Final considerations</b>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>

### Timetable (Provisional)

Week/ Session	Content
<b>1</b>	<ul style="list-style-type: none"> <li>• Introduction to the subject and initial considerations</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Initial considerations</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Subject 1. Characteristics of services management</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>• Subject 1. Characteristics of services management</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• Subject 2. Concept and classification of services</li> </ul>
<b>6</b>	<ul style="list-style-type: none"> <li>• Subject 2. Concept and classification of services</li> </ul>

7	<ul style="list-style-type: none"> <li>Subject 3. Marketing mix for services</li> </ul>
8	<ul style="list-style-type: none"> <li>Subject 3. Marketing mix for services</li> </ul>
9	<ul style="list-style-type: none"> <li>Subject 3. Marketing mix for services</li> </ul>
10	<ul style="list-style-type: none"> <li>Subject 4. Specific marketing strategies for services</li> </ul>
11	<ul style="list-style-type: none"> <li>Subject 4. Specific marketing strategies for services</li> </ul>
12	<ul style="list-style-type: none"> <li>Subject 5. Quality of service and customer satisfaction</li> </ul>
13	<ul style="list-style-type: none"> <li>Subject 5. Quality of service and customer satisfaction</li> </ul>
14	Final considerations
15	Final considerations

#### 4. TEACHING-LEARNING METHODS. – COURSEWORK

Distributed between teaching and student's own work

##### 4.1. Distribution of credits (specified in hours)

Number of contact hours: 48	<ul style="list-style-type: none"> <li>Practical and theory classes and final exam: 48</li> </ul>
Number of hours of Student's own work: 102	<ul style="list-style-type: none"> <li>Individual work, study, completing coursework, exam preparation: 102</li> </ul>
Total number of hours	150

##### 4.2. Method, materials and teaching resources

Contact hours	<p>Some of the contact hours will be in the form of lectures. These will be theoretical in content and will develop the key points of the programme. The role of the student in lectures is to listen actively, try to understand the arguments and theories discussed, relate the lecture content to their prior knowledge and try to take structured notes of the most important content. Prior preparation on the part of the student is necessary in order to fully benefit from the lecture. This should be in the form of reading supporting materials about the subject or consulting one of the text books from the core reading list, or other resources that the student may have.</p>
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	<p>The contact hours will also include practical classes. In these sessions practical aspects taken from the lectures will be developed, with the student as the active party, working individually or in a group under the supervision of the teacher. From this, two types of work will be completed:</p> <ul style="list-style-type: none"> <li>• Practical and theoretical research work concerning certain aspects of the programme, which will be assigned by the teacher and presented in class.</li> </ul> <p>Practical exercises (individually or in work groups) which the teacher will assign, using case studies and experiences from companies, debates, commentaries of press releases and articles from specialised journals. These will be scheduled throughout the course.</p>
Individual work	<p>The student must complete a project (individually and as part of a group) using readings, research, analysis, completed exercises, reports and the work and study completed on the course subject.</p> <p>They will collaborate with the professionals of the CRAI-Library so that students can carry out an activity that develops information competencies in the use and management of information.</p>
Tutorials	<p>Tutorials may be in a group or individual. During these the teacher will assess whether the student has acquired the necessary skills.</p>
Practical and theoretical tests of knowledge and skills gained	<p>The student must interrelate all knowledge gained through classes and lectures, individual work and tutorials.</p>

## 5. Assessment: Procedure, evaluation criteria and grading

The evaluation process for this subject is based on continuous assessment.

For students who have been accepted for continuous assessment, their performance will be assessed on their work, knowledge and skills gained and the improvement made to their learning process. Assessment methods:

**PRACTICAL:**

a) Active participation in theoretical and practical classes. Percentage of grade based on student participation: 10%

b) Presenting and finding solutions to practical case studies and individual or group work: 50%

**THEORETICAL:**

c) Passing theoretical test on knowledge and skills gained: 40%

To pass the subject, the student must pass all tests to a satisfactory standard, given that as a whole they assess all the skills developed.

For those students who do not pass both parts, but have passed one of the two (whether this is the practical or theoretical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

For those students who are not following the continuous assessment procedure, there will be a final evaluation during the academic year's normal exam period. Amongst others, reasons which may admit the student to opt for a final evaluation, notwithstanding that all cases must be approved, include practical work experience, work obligations, family obligations, health reasons and disability. Being a part-time student is not in itself sufficient reason for opting for the final evaluation route. To be accepted for final evaluation, the student must make a written request to the dean during the first two weeks of teaching, explaining why they are unable to follow the continuous assessment system. In the case of those students who for justified reasons are not formally matriculated from the course start date, the assessment period will begin from their enrolment on the course. The dean will consider the circumstances that the student has detailed and will make a formal decision. If after 15 days the student has not received a written reply to his/her request, s/he can assume that it has been accepted.

The final assessment for those students who do not complete the evaluation will be in the form of an exam which covers all of the course content, during the normal exam period (a mark of 5 out of 10 is required). It will also be necessary to carry out some individual practical exercises, which must be presented and handed on the date that is indicated by the teacher. For these individual practical exercises, the student must first ask the teacher (during the first month started the course), the assigned exercises, special work plan, the date, time and place of the presentation.



To be able to pass the subject, it is necessary to achieve a minimum grade of 5 out of 10 in both the exam and the individual assigned work.

For those students who do not manage to pass both parts, but do pass one of the two (whether this is the exam or the practical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

According to the Regulations Learning Assessment approved by the Governing Council of the UAH, detection of fraudulent practice in any assessment test will be graded with suspense (0).

Likewise, the warning of signs of plagiarism in any of the works or activities proposed to the students will be graded with suspense (0).

During the development of the assessment tests, the guidelines set out in the Regulations establishing the Rules of Coexistence of the University of Alcalá must be followed, as well as the possible implications of irregularities committed during these tests, including the consequences for committing academic fraud according to the Disciplinary Regulations of the Student Body of the University of Alcalá.

## 6. READING LIST

Grande Esteban, I. (2005): Marketing de los Servicios, 4ª edición, ESIC, Madrid.

Wirtz, J., & Lovelock, C. (2021): Services marketing: People, technology, strategy. 9 edition. World Scientific.

Lovelock. C. & Wirtz, J. (2015): Marketing de Servicios, 7ª edición, Prentice Hall, México.

Santesmases Mestre, M. (2012): Marketing. Conceptos y Estrategias, 6ª edición, Editorial Pirámide, Madrid.