

MANAGING SERVICES

Total length of the module: 45 hours

Number of sessions: 30

Length of each session: 1,5 h

INTRODUCTION TO THE COURSE

The service business industry has positioned itself like one of the main economic engines of the first world countries (mainly in Europe and the US). Due to this fact, it is really important analyse deeply the drivers that impact in the service business.

This course presents a deep analysis in terms of interrelations which exist between marketing processes, operations, logistics and human resources in the services industry.

The course will analyse many differences in the concept of efficiency, quality, personal touch and other variables between the US, Europe and Asia. The international perspective will evaluate the most important issues to take into account in the services industry in different countries and clusters.

REQUIREMENTS

- Fluent in English

CONTENTS

- Unit 1: The world of services.
- Unit 2: Fundamentals of Services Marketing Management.
- Unit 3: Buyer Behaviour and Segmentation.
- Unit 4: Service relationships and Brands.
- Unit 5: Service Quality.
- Unit 6: Market Strategies for Service Organizations.
- Unit 7: Internationalising Services.
- Unit 8: Services and E-Services.

- Unit 9: Service Innovation.
- Unit 10: People, Process and Physical Evidence.
- Unit 11: Creating the Service Experience: Price, Promotion and Place.
- Unit 12: Implementation and Control
- Unit 13: Case Studies.
 - Risk has no religion.
 - Low cost, no frills airlines.
 - Starbucks.
 - Benihana of Tokyo

GRADING

Mid-term exam: 20%. The mid term exam evaluates students orally on conceptual knowledge.

Final exam: 30%. This exam covers a comprehensive part of the subject. It will cover problem solving related to several case studies.

Project: 30%. This is a practical project which is conducted at team-work level. The students will research on a service company oriented and will present the case study and its appropriate strategies in order to improve the actual situation or solve realistic problems.

Class participation: 20% It is understood that class participation includes class attendance, appropriate readings, positive and mature attitude towards the subject.

BIBLIOGRAPHY

- Services Marketing Management, A Strategic Perspective. Kasper, Helsdingen, Gagbott. Second Edition, Wiley and Sons. 2006
- Servicios y beneficios. (spanish)Huete, L.Deusto. 2000.
- Clienting (spanish). Huete, L. Deusto, 2003.