



## Syllabus of the educational discipline «Service marketing»

<b>Speciality</b>	<i>All specialties</i>
<b>Educational program</b>	<i>All programs</i>
<b>Level of education</b>	<i>Master degree</i>
<b>Discipline status</b>	Selective
<b>Teaching language</b>	Ukrainian, English
<b>Course / semester</b>	1 course, 2 semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 20 hours. <i>Practical studies (seminars)</i> – 20 hours. Independent training – 110 hours.
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	Tourism, Nauky Avenue 9-A, c. Kharkiv , 1st building, room 316. Tel. 38(057)758-77-26 (additional 451) <a href="http://www.hneu.edu.ua/Department_of_tourism">http://www.hneu.edu.ua/Department_of_tourism</a>
<b>Teacher (-s)</b>	<i>Olena Stryzhak, PhD in Economics, associate professor</i>
<b>Teacher's contacts</b>	<a href="mailto:ssssellennnn@gmail.com">ssssellennnn@gmail.com</a>
<b>Days of the classes</b>	According to the teaching schedule
<b>Consultations</b>	According to the schedule
<b>The purpose</b> of the discipline is formation of a system of theoretical knowledge and practical skills acquisition by students in marketing activities of services enterprises, marketing research in the market of services, identification of services enterprises development in modern conditions and using complex of marketing methods in their activities.	
<b>Prerequisites for learning</b>	
<i>World economy and international economic relations; Marketing; Economics of the enterprise / Knowledge, skills and abilities of functioning and development of services market and of production and sales of services</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1.</b> The essence and features of service marketing. Theme 1. The sphere of services in modern society. Theme 2. Market of services and its characteristics. Theme 3. Features of marketing service. Theme 4. Marketing research at the market of services. Theme 5. Consumer behaviour at the market of services.	
<b>Content module 2.</b> The marketing complex of the service enterprise. Theme 6. Quality of service and standards of service. Theme 7. Price and pricing for services. Theme 8. Marketing strategy of the service enterprise. Theme 9. Communicative policy at the service sector. Theme 10. Promotion services.	
<b>Material and technical support (software) of the discipline</b>	
The use multimedia tools is necessary to cover the discipline	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Syllabus, technological card, lectures, tasks for practical and independent classes, information materials, tasks for testing knowledge</i> ( <a href="https://pns.hneu.edu.ua/course/view.php?id=5579">https://pns.hneu.edu.ua/course/view.php?id=5579</a> )
<b>Recommended literature</b>	
<i>Basic: 1. Kapoor Dr. S. K. Service Marketing: Concepts &amp; Practices. - Tata McGraw-Hill Education, 2011. - 432 p.; 2. Mudie P., Pirrie A. Services Marketing Management. - Routledge,</i>	



2012. - 280 p.; 3. Wirtz J., Lovelock Ch. *Services Marketing: People, Technology, Strategy; 8th Edition.* - World Scientific (Us). 2016. - 801 p.; 4. Zeithaml V. A. *Services Marketing: Integrating Customer Focus Across the Firm.* - McGraw Hill Education (India) Private Limited, 2013. - 711 p.; 5. Іванова Л. О., Семак Б. Б., Вовчанська О. М. *Маркетинг послуг: навчальний посібник.* - Львів: Видавництво Львівського торговельно-економічного університету, 2018. - 508 с.; 6. Мальченко В. М. *Маркетинг послуг.* - К.: КНЕУ, 2006. - 325 с.; 7. Пацук О. В. *Маркетинг послуг: стратегічний підхід: Навч. посіб.* - К.: ВД «Професіонал», 2005. - 560 с. Supplementary: 8. Aldoshyna M., Stryzhak O. *Relationship marketing in tourism // Інфраструктура ринку.* - 2020. - № 43. - 108-113.; 9. Bhattacharya C. *Services Marketing.* - Excel Books India, 2009. - 698 p.; 10. Wirtz J. *Essentials of Services Marketing; 2th Edition.* - FT Press, 2012. - 720 p.; 11. *Маркетинг послуг: Навчальний посібник для студентів спеціальності «Маркетинг» (Тексти лекцій) / Котвіцька А. А., Чмихало Н. В., Вороніна О. М.; за заг. ред. проф. А. А. Котвіцької.* - Х.: НФаУ, 2016. - 140 с.

#### Assessment system of learning outcomes

The assessment system includes the current control, which is carried out through lectures and practical classes in this discipline and is assessed by the sum of points scored; final modular control, which is carried out in the form of a written test, in accordance with the schedule of the educational process (maximum - 100 points, minimum - 60 points). More detailed information on assessment is given in the technological card of the discipline.

#### Accumulation of rating points in the discipline

Types of training	Max points
Lectures (active work)	10
Practical studies (active work)	10
Tasks to the themes	10
Individual quizzes	10
Competence-oriented tasks	20
Presentations	20
Written paper	20
<b>Max points</b>	<b>100</b>

#### Transference of Simon Kuznets KhNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	The assessment according to the national scale	
		for an exam, differentiated test, term project (work), practice, training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	failed
60 – 63	E		
35 – 59	FX	unsatisfactory	
1 – 34	F		

#### Discipline policies

It is mandatory to adhere to the policy of academic integrity, the absenteeism policy and the policy of completing tasks on time.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Working plan of the educational discipline