

## Marketing for Services

<b>Course Title</b>	Marketing for Services										
<b>Course Code</b>	TMKT-250										
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.										
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Business Elective	Business Diploma/Bachelor	Business Elective	All Programs	General Elective			
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<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)										
<b>Year / Semester</b>	Year 3, B' Semester										
<b>Teacher's Name</b>	Nicos Magos										
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>							
<b>Course Purpose and Objectives</b>	The main objective of this course is to familiarize students with the marketing of service. The course substantially contributes to the mainstream of knowledge on the services marketing and attempts to apply and adapt current ideas in marketing development from a product-oriented market to a service-oriented market.										
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the main concepts and principles of service marketing.</li> <li>2. Develop an appropriate marketing mix for a service and evaluate its effectiveness.</li> <li>3. Identify and assess the various service sectors marketing techniques based on the different type of service.</li> <li>4. Discuss the key terms in globalizing service marketing.</li> <li>5. Explain the major trends for moving from domestic to global marketing.</li> </ol>										
<b>Prerequisites</b>	TMKT – 100 Marketing Principles		<b>Required</b>								

<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Introduction to Service marketing: <ul style="list-style-type: none"> <li>• Services – the concept.</li> <li>• Goods and services: a comparative analysis.</li> <li>• Some salient features of services.</li> <li>• Significance of services marketing.</li> <li>• Marketing of services in the developed and developing countries.</li> </ul> </li> <li>2. The formulation of marketing mix for services: <ul style="list-style-type: none"> <li>• Marketing mix-the concept.</li> <li>• The product mix</li> <li>• The place mix</li> <li>• The price mix</li> <li>• The promotion mix</li> </ul> </li> <li>3. Marketing of selected services</li> <li>4. Globalizing services marketing</li> <li>5. Moving from domestic to global marketing</li> </ol>												
<b>Teaching Methodology</b>	The course is delivered through lectures, exercises, case studies and group discussions.												
<b>Mode of delivery</b>	Face to face.												
<b>Bibliography</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: left;"><b>Required</b></td> </tr> <tr> <td colspan="2">1. Lovelock, C., (2007). <i>Services Marketing</i>, (6<sup>th</sup> ed.), Prentice Hall.</td> </tr> <tr> <td colspan="2" style="text-align: left;"><b>Recommended</b></td> </tr> <tr> <td colspan="2">1. Palmer, A., (2007). <i>Principles of Services Marketing</i>, (5th ed.), McGraw-Hill Higher Education.</td> </tr> <tr> <td colspan="2">2. Palmer A., (2005). <i>Principles of Services Marketing</i>, McGraw Hill.</td> </tr> <tr> <td colspan="2">3. Readings from Business Journals; Harvard Business Review.</td> </tr> </table>	<b>Required</b>		1. Lovelock, C., (2007). <i>Services Marketing</i> , (6 <sup>th</sup> ed.), Prentice Hall.		<b>Recommended</b>		1. Palmer, A., (2007). <i>Principles of Services Marketing</i> , (5th ed.), McGraw-Hill Higher Education.		2. Palmer A., (2005). <i>Principles of Services Marketing</i> , McGraw Hill.		3. Readings from Business Journals; Harvard Business Review.	
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<b>Assessment</b>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td style="padding: 5px;">30 – 50 %</td> <td style="padding: 5px;">Final Exam</td> </tr> <tr> <td style="padding: 5px;">20 – 40 %</td> <td style="padding: 5px;">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="padding: 5px;">10 – 30 %</td> <td style="padding: 5px;">Assignments / Projects</td> </tr> <tr> <td style="padding: 5px;">0 – 10 %</td> <td style="padding: 5px;">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation				
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<b>Language</b>	English												