

(Table 5.2) Course unit description

Study program: Economics and business management; Business Informatics			
Type and level of studies: Undergraduate studies			
Course unit: Services Management and Marketing			
Teacher in charge: Srdjan Šapić, PhD; Jovana Filipović, PhD			
Language of instruction: English			
ECTS: 7			
Pre requisites: /			
Semester: Winter Semester			
Course unit objective: The objective of the course is to explain the fundamental concepts in the field of management and marketing of services and to emphasize the differences that exist between management of service processes and management of processes of production of physical goods.			
Learning outcomes of Course unit Introducing students with challenges related to: a) managing services and service processes, and b) promoting service offers. Promotion of service-oriented thinking among students as future managers and development of adequate competences for creating exceptional service and service process.			
Course unit contents Theoretical teaching: Concept and characteristics of services; the basics of service management and marketing; consumer behavior in the purchasing process; needs, expectations and customer satisfaction; quality management services; positioning services; development of long-term relationships with consumers; a recovery strategy from a bad service; creating a service product; management of the service process; people as an instrument of marketing; distribution channels of services; supply and demand management; pricing policy; service environment; globalization of services. Practical teaching: Exercises, Preparation of research papers and practical seminar work and its oral presentation, Group activities of students - business case analysis			
Literature Zeithaml, V. A., Bitner, M. J., Gremler, D. D. (2018). <i>Services Marketing: Integrating Customer Focus Across the Firm</i> , McGraw-Hill Education, New York Fitzsimmons, J.A., Fitzsimmons, M.J., Bordoloi, S.K. (2014). <i>Service Management: Operations, Strategy, Information Technology</i> , McGraw- Hill Education, Singapore			
Number of active teaching hours			Other classes
Lectures 3	Practice 2	Other forms of classes Independent work	
Teaching methods			
Examination methods (maximum 100 points)			
Exam pre requisites	No. of points:	Final exam	No. of points:
Student's activity during lectures		Written examination	50
practical classes/tests	20+20		
Seminars/homework	10		
Project			
Other			

Grading System		
Grade	Bo. Of Points:	Description
10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing