

# COURSE DESCRIPTION

<b>University:</b> <i>School of Economics and Management in Public Administration in Bratislava</i>	
<b>Department:</b> Department of management	
<b>Code:</b>	<b>Course name:</b> <i>Marketing of services</i>
<b>Type, extent and method of instruction:</b> Full-time studies: lectures – 2 lessons per week	
<b>Number of credits:</b> 4	
<b>Study degree:</b> Bachelor	
<b>Prerequisites:</b> -	
<b>Course completion conditions:</b> The overall assessment of the student is based on the combinations of ongoing and final evaluations.  The student receives <b>an ongoing evaluation</b> by attending lectures and drawing up the various parts of the seminar work (max. 20%). The student can obtain a maximum of 20 points for participation in lectures.  If the student has at least 10 points from the midterm evaluation, he / she can fulfill the conditions in the <b>final evaluation</b> , where he / she can obtain maximum 80 points in the test.  Final assessment (max. 80%) is carried out in a written test-test.  <b>The overall assessment</b> for the subject is the point evaluation summary for the participation in lectures and the written examination.  A = 91-100  B = 81-90  C = 71-80  D = 61-70  E = 51-60  FX = 0-50	
<b>Course aims:</b> The adoption of basic knowledge of the various areas of marketing theory of marketing services and acquisition of skills and skills for marketing decisions and the implementation of individual marketing activities of businesses active in the field Services with respect to their specificities. A graduate of the subject will be able to make decisions regarding strategic and marketing planning, building its market position, marketing research, analysis of the marketing environment and purchasing behaviour of customers, designing Combination of marketing mix, international marketing in taking into account the specificities of the various types of services	
<b>Brief outline of the course:</b> 1. .... 2. ....	

- 1/ Basic starting points for the examination of marketing services.
- 2/ The process of planning on the service market.
- 3/ Marketing research and development of a marketing information system in service companies.
- 4/ The process of segmentation of the service market and the selection of target customer groups.
- 5/ Analysis of consumer purchasing behaviour in the service market.
- 6/ Product and Company service policy.
- 7/ Price and pricing strategies in the enterprise service.
- 8/ Selected elements of the distribution strategy in the service enterprise.
- 9/ Development of a communication strategy for the enterprise of services.
- 10/ New elements of the marketing mix in the service enterprise
- 11/ Marketing audit.
- 12/ Application Marketing Services in nonprofit organizations (organizations, people, sites).

12. ....

**Recommended literature:**

- GREMLER, D. – BITNER, M. J.: Services Marketing. McGraw-Hill/Irwin, 2012, 704 s., ISBN 978-00781-1205-8
- LOVELOCK, Ch. H. – WIRTZ, J.: Services Marketing. Prentice Hall 2007, 648 s., ISBN 978-013610-721-7
- BIRNEROVÁ, E. Marketing of services specifics of services marketing mix in services. Žilina: University of Žilina, 2008. ISBN 978-80-8070-991-4.
- MSG: Services marketing. <https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm>

**Language of instruction:** *English*

**Notes:** prosím, formálne upraviť a preformátovať do pdf, thanks 😊