

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Services Marketing			
2.	Code	MKT 340			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022–2023 / Third year / sixth semester (summer semester)	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Snezana Ristevska-Jovanovska, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After completing the course students should be able to: <ul style="list-style-type: none"> Identify the characteristics of the services, by identifying the elements according to which they differ from the products, and which are explained within the material. Understand in detail the tools of services marketing by linking the exposed material, analyzing practical examples and making projects. To compare and evaluate different marketing strategies in terms of their specificity in services. 				
11.	Course content: The purpose of the course is to acquaint students with the marketing concept in the operation of service companies and how it works in practice. Starting from the necessity of applying marketing in service companies, the differences between services and products must be taken into account, and hence the specifics of services marketing. In today's conditions, when the service activities are constantly growing, the marketing approach in the operation of the service companies and the satisfaction of the customers' demands through a good marketing program cannot be neglected. As with manufacturing companies, so with service companies, good service marketing management is the basis for successful market operations. <ol style="list-style-type: none"> Services and service sector Consumers as service users Communication mix of services Services distribution Services pricing policy Physical parameters (evidence) Staff in the service industry Productivity and service quality 				
12.	Learning methods: Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60 + 30 + 30 + 15 + 90 = 225 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes	
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes	
		16.2.	Individual assignments	15 classes	
		16.3.	Home-study	90 classes	
17.	Grading method		60+30+10 = 100 points		
	17.1.	Tests	60 points		
	17.2.	Seminar paper / project (presentation: written and oral), laboratory exercises	30 points		

	17.3.	Activity and participation			10 points	
18.	Grading scale	Less than 50 points		5 (five) (F)		
		From 51 to 60 points		6 (six) (E)		
		From 61 to 70 points		7 (seven) (D)		
		From 71 to 80 points		8 (eight) (C)		
		From 81 to 90 points		9 (nine) (B)		
		From 91 to 100 points		10 (ten) (A)		
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16			
20.	Language		Macedonian (or English)			
21.	Evaluation method		Internal evaluation and survey			
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Снежана Ристевска-Јовановска	Маркетинг на услуги	Економски факултет, Скопје	2012
		2.	Kotler, P., Armstrong, G., Saunders, J., Wong, V.	Принципи на маркетинг	Prentice Hall	2001
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Снежана Ристевска – Јовановска, Бошко Јаковски, Панче Јовановски	Маркетинг на услужни дејности		2008
		2.	Cristopher Lovelock, Jochen Wirtz	Services Marketing, People, Technology, Strategy	Prentice Hall	2004