

Services marketing

Second Cycle Studies Course Programme					
1.	Course Title	Services Marketing			
2.	Code	MKT 549			
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)	Second Cycle Studies			
6.	Academic year / semester	2022-2023/ second (summer)	7.	Number of ECTS credits	6
8.	Professor	Prof. Snezana Ristevska-Jovanovsa, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Competencies and Student Learning Objectives: <ol style="list-style-type: none"> The student should know the characteristics of the services by identifying the elements according to which they differ from the products. The student should be able to demonstrate a detailed understanding of the tools of service marketing by linking the exposed material, analyzing practical examples and developing projects. 				
11.	Course content: <ol style="list-style-type: none"> Services marketing tools Product of the service industry Distribution of services Pricing policy of services Communication marketing mix Physical parameters Managing people to achieve service benefits Services as a process and as a system Productivity and quality of services 				
12.	Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	16 classes	
		15.3.	Project assignments	40 classes	
16.	Other types of activities	16.1.	Individual assignments	10 classes	
		16.2.	Home-study	90 classes	
17.	Grading method		60+30+10 = 100 points		
	17.1.	Test	60 points		
	17.2.	Seminar paper / project (presentation: written and oral)	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 15 and 16			
20.	Language	Macedonian/English			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				

22.1.	Compulsory literature				
	No.	Author	Title	Publisher	Year
	1.	Снежана Р.Јовановска	Маркетинг на услуги	Економски факултет - Скопје	2012
22.2.	Additional literature				
	No.	Author	Title	Publisher	Year
	1.	Cristopher Lovelock, Jochen Wirtz	Services Marketing, 7/E	Hardcover - Jan. 29	2010
	2.	K. Douglas Hoffman, John E.G. Bateson, and Emma Wood	Services Marketing: Concepts, Strategies and Cases	Paperbac, Apr	2009
	3.	Cristopher Lovelock, Jochen Wirtz	Services Marketing, People, Technology, Strategy, 5e	Prentice Hall	2008
	4.	Cristopher Lovelock, Jochen Wirtz P. Chew	Essentials of Services Marketing, 1/E	Paperback, Aug.22,	2008
	5.	Снежана Р.Јовановска, Б. Јаковски, Панче Јовановски	Маркетинг на услужни дејности	Скопје	2008