## Course Description

<table>
<thead>
<tr>
<th>Degree program: Business Administration</th>
<th>Course title: Management and Marketing Services</th>
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<tbody>
<tr>
<td>Person in charge: Dr Achilleas ANAGNOSTOPOULOS</td>
<td>Code: 710</td>
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<tr>
<td>Prerequisites: Basic knowledge in Management, Marketing</td>
<td>Duration: 1 semester</td>
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<td>Year of study: 3rd year</td>
<td>ECTS credits: 5 credits</td>
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<td>Semester when the course is delivered: Winter Semester</td>
<td>Type of course unit: Obligatory</td>
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<td>Level of course unit: First-cycle</td>
<td>Mode of delivery: Face-to-face</td>
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<td>Teaching methods / learning activities: Lecture/project/group work</td>
<td>Assessment methods and criteria: Written exam/case study/presentation</td>
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### Learning outcomes/competences:

The important role of services in advanced economies has grown the need for specialized skills in Services Marketing. This course addresses the essential nature of services and the role of service quality. Topics include an overview of services marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.

Upon successful completion of this course students should have acquired:

- An understanding the challenges faces in services delivery as outlined in the services gap model
- The differentiation between marketing physical products and intangible services, including dealing with the extended services marketing mix and the four unique traits of services marketing

### Course Description:

1. Introduction to services
2. Design of the service
3. Service Quality
4. The GAPS Model of Service Quality
5. SERVQUAL
6. Managing People - Internal Marketing
7. Service Blueprint
8. The Customer Experience

### Additional Information:

- Recommended reading:

- Language of instruction: English