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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Tourism Management | | |
| Course title | | | | Service Marketing | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Ljiljana Stanković  Suzana Đukić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *In contemporary knowledge-based economy, competitive advantage is more and more often achieved through delivering of not only physical product but also services which contribute to creating superior value for all stakeholders. Intensive changes in the environment impose the need for organizations to position themselves as market-oriented systems. Specifics of services influence significant difficulties and obstacles for efficient and effective management, demand development of appropriate marketing strategies and programmes within market oriented management of various organizations and institutions. Services marketing is of crucial importance for development and improvement of business performances of various organizations and institutions. The aim of Services marketing course is to provide students with appropriate knowledge and skills in order to enable them to efficiently manage supply and demand of services.*  *By mastering the content of this course, student gains up-to-date and integrated knowledge and skills for performing marketing activities in various enterprises, public services institutions, scientific and research organizations, specialized agencies and government bodies, especially in services sector. Capabilities related to developing efficient and effective marketing strategies in the services sector are solid foundation for application of holistic marketing in practice and resolving various business problems.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Services marketing - concept, development and perspective; Developing services offer; New service development process; Creating service offer brand; Physical ambient and services; Pricing strategy for services; Integrated marketing communication strategy of services organization; Place and time of service delivery process; Managing supply and demand of services; Managing service processes; People as service element; Internationalization of services; Implementation and control of service strategy.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |