

Study program: Modern Business Management			
Subject name: Service Management and Marketing			
Lecturer: Aleksandar Dejanović, Ph.D. (aleksandar.dejanovic@mbs.edu.rs)			
Subject status: Obligatory			
ECTS: 7			
Pre-requisites:			
Subject objectives The goal is to introduce students with the role and importance of services in modern economy, to acquire knowledge on management and marketing, as well as to learn basic skills about their application.			
Subject outcomes Students will realize all the elements to create marketing service strategies, organization, management and control of these strategies.			
Subject description Assignments: Theoretical: The introduction to service marketing. The process of service purchasing. The expectation of the seller in service purchasing. Definition and the measure of consumer satisfaction. The quality of services to satisfy and realize competition advantages. Competition marketing strategies and marketing mix. The design of service products. The role of personnel to satisfy consumers. Internal marketing. The environment and other forms to satisfy consumers. The formation of prices. Services distribution and the location of service systems. Integrated communication program. The organization of marketing activities. Service defaults and strategies of keeping and returning of consumers. Practical: Case study, the analysis of practice examples, discussions			
Materials Required: Ljubojević, Č. (2001), <i>Marketing usluga</i> , Stylos, Novi Sad. Optional: Lovelock, H. C., Wirtz, J. (2010), <i>Services Marketing: People, Technology, Strategy</i> , 7th Edition, Pearson Prentice Hall; Shultz, M., Doerr, J.E., Frederiksen (2013), <i>Profesional Services Marketing</i> , 2nd Edition, Wiley; Hoffman, D., Bateson, J.E.G. (2010), <i>Services Marketing: Concepts, Strategies & Cases</i> , 4th Edition, Cengage Learning. Lush, R.F., Vargo, S.L. (2014), <i>Service Dominant Logic</i> , Cambridge University Press			
Total number		Courses: 3x15=45	Practice: 2x15=30
Teaching methods Lectures are auditory supported by modern teaching tools and active student participation. In exercises, consolidation is performed, the analysis of practice, individual and group presentations. Each student is required to complete independent project work.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	20	written exam	
Practice	10	oral exam	30
Test-s	30	
Essay-s	10		