

Study program: Service Business Management			
Subject name: Strategic Marketing and Management in Services			
Lecturer: Goran Dašić, Ph.D. (goran.dasic@mbs.edu.rs)			
Subject status: Obligatory			
ECTS: 8			
Prerequisites: -			
Subject objectives To study marketing and market-oriented management in the companies and organizations that deal with service competition, competition situations where the services and service perspectives are crucial for success. Producers of goods, who use services as the key resources to achieve and maintain competition advantages, are faced with these situations.			
Subject outcomes By studying the subject, students acquire necessary knowledge and skills about the design and delivery of services, defining the strategy of quality improvement, optimal use of resources to build satisfaction and loyalty of customers, the creation of holistic approach in design and function of service organizations. Students will eventually acquire service management thoughts and promote service-oriented attitude.			
Subject description <i>Assignments:</i> Economic and historical context of service industries. Service logic and principles of service management. Service competition. Digital services and consumer value. Customer loyalty in service environment. Familiarization and services management. Productivity and profitability of services. Relationship-mediated approach to internal marketing. Improvement of service quality. Development and measure of service performance. The development of the new service. Marketing-oriented management in service competition. Integrated marketing communications and image management in services. Internal marketing management and service culture. The application of concepts of service management in the global context. <i>Practical :</i> Group presentations of the research done and the preparation of case analyses. Groups cannot be larger than 6 members.			
Material Gronroos, C. (2005), <i>Service Management and Marketing, A Customer Relationship Management Approach</i> , Chichester: John Wiley & Sons Ljubojević, Č., (2004), <i>Marketing usluga</i> , Novi Sad, Stylos Mark E. Parry,(2000), <i>Strategic Marketing Management</i> , New York : MCGraw-Hill. Orville C. Walker, (1996), <i>Marketing Strategy</i> , Boston : Irwin/McGraw-Hill. Auerr, T. J. (2002), <i>Service Management</i> , Pearson Education Australia, Frenchs Forest. Horowitz, J. (2004), <i>Service Strategy</i> , Prentice Hall, London. Berry, L. L. (1999), <i>Discovering the Soul of Service</i> , New York: Free Press. Lovelock, C. And J. Wirtz (2007), <i>Service Marketing: People, Technology adn Strategy</i> . New Yersey: Prentice Hall			
Total number		Courses: 3x15=45	Practice: 3x15=45
Teaching methods The combination of lectures, research, preparation and discussion of the cases.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
course activity	10	written exam	-
practice	15	oral exam	30
test	20	
essay	25		