COURSE DETAIL

SERVICES MARKETING
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 170
UCEAP Course Suffix
UCEAP Official Title SERVICES MARKETING
UCEAP Transcript Title SERVICES MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is part of the Laurea Magistrale in innovation and organization of culture and the arts. The course is intended for advanced level students only. Enrollment is by consent of the instructor. The course focuses on the elements of marketing within the service sector that are applicable specifically to cultural organizations. This course introduces, discusses, and analyzes several key topics in the area of service. The course explores topics including challenges inherent in marketing and managing services; developing and delivering quality service; strategies and tools for addressing the challenges of services management and marketing, the “services marketing mix,” and the complexities of service design, delivery, and communication aimed at building sustainable service brands. Students discuss producing and delivering services, the servuction model and its implication for theory and practice; customer behavior before and during the service experience; the role of employees in service delivery; the Servicescape; service quality and customer satisfaction; measuring customer satisfaction; and pricing. The course includes traditional lectures, presentations, and interactive teaching regarding concepts and theories as well as in class discussions of case studies. Assessment is based on a written exam based on essay questions.

Language(s) of Instruction
English

Host Institution Course Number
37228

Host Institution Course Title
SERVICES MARKETING

Host Institution Course Details

Host Institution Campus
SCIENZE AZIENDALI

Host Institution Faculty

Host Institution Degree

Host Institution Department
Innovation and Organization of Culture and the Arts

Course Last Reviewed

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