

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

[Print](#)