

# 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 Campus

SCIENZE AZIENDALI

## Host Institution Faculty

## Host Institution Degree

## **Host Institution Department**

Innovation and Organization of Culture and the Arts

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