	<b>SUBJECT DESCRIPTION</b>	<b>MODELO PED.013.02</b>
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<i>Course</i>	<b>Marketing Graduation</b>			<i>Academic year</i>	<b>2021/2022</b>		
<i>Subject</i>	<b>Services Marketing</b>			ECTS	<b>6</b>		
<i>Type of course</i>	<b>Compulsory</b>						
<i>Year</i>	<b>2nd</b>	<i>Semester</i>	<b>2nd</b>	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	168	<i>Contact</i>	60
<i>Coordinator</i>	<b>PhD Amândio Baia</b>						

### Planned SD

## 1. LEARNING OBJECTIVES

This curricular unit aims to provide students with the ability to apply marketing techniques and concepts to the reality of the services market. Students should know the main differences between the services, consumer goods and industrial markets, the influences of behaviour, needs and desires of the clients of these services and the buying process, which should be accompanied by the appropriate tools for the strategic and operational definition of marketing, especially in terms of the specificities of services market.


## 2. PROGRAMME

### Chapter 1 – The Nature and Context of the Services Market

- 1.1. Concepts and objectives of services marketing
- 1.2. Differences between the services marketing and the consumer goods and industrial marketing

### Chapter 2 – Specificities of the Services Market

- 2.1. Principle characteristics of services
- 2.2. Frontiers between products and services
- 2.3. Types of services
- 2.4. Consumer behaviour in the context of services
- 2.5. Client satisfaction and service quality
- 2.6. Measuring expectations and client perception, including the critical incident study and the Mystery Shopper
- 2.7. Relationship Marketing

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- 2.7.1. Relationship Marketing Activities
- 2.7.2. Client relationship management
- 2.7.3. Relationship and retention strategies

### **Chapter 3 – Segmentation and Positioning**

- 3.1. Review of strategic marketing
- 3.2. Segmentation strategies of the services market and its specificities
- 3.3. Positioning in the services market

### **Chapter 4 – Specificities of the Services Marketing-mix**

- 4.1 The 8 P's of Services Marketing

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

The objectives(O) to reach and competences(C) to acquire defined the syllabus topics as follows:

Chap.1:O-Analyse the main differences between the different markets / C-Understand the differences between services market, consumer goods and industrial markets;


Chap.2:O-Characterize the services market, understand the influence of client behaviour, needs and desires and their buying process; Present and demonstrate the application of models of satisfaction and service quality / C-Be able to define and work with the specificities of Services Marketing;

Chap.3:O-Present the appropriate techniques for strategic Services Marketing / C-Know how to apply the tools and techniques for strategic Services Marketing;

Chap.4:O-Transmit the knowledge needed for the operational definition of Services Marketing / C-Be able to define operational politics in Services Markets.

### **4. MAIN BIBLIOGRAPHY**

- Almeida, Maria do Rosário and Pereira, João Manuel (2014). Marketing de Serviços. Ed. Silabo.
- Baynast, A., Lendrevie, J.; Lévy, J.; Dionísio, P. and Rodrigues, V. (2018). Mercator 25 anos– O Marketing na Era Digital. Publicações Dom Quixote, 17.ª edição, Lisboa, Portugal.
- Dantas, José (2013). Inovação e Marketing em Serviços, Lidel, Portugal.
- Hoffman, K. D.; Bateson, John E. G.; Ikeda, A. A. and Campomar, M. C. (2010). Princípios de Marketing de Serviços: Conceitos, Estratégias e Casos. Tradução da 3ª Edição, CENGAGE.

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- Las Casas, Alexandre L. (2000). Marketing de Serviços, Editora Atlas.
- Marques, A. (2014). Marketing Relacional: como transformar a fidelização de clientes numa vantagem competitiva. 2a Edição, Edições Sílabo.
- Saias, Luís (2007). Marketing de Serviços, Qualidade e Fidelização de Clientes. Universidade Católica Editora.
- Wirtz, Jochen and Lovelock, Christopher (2016). Services Marketing: People, Technology, Strategy. World Scientific.

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: Theoretical-practical, expository and supported classes in audiovisual methods; Group work; Debate; Fieldwork; Observation of processes; Problem solving; Individual research; Case study. NOTE – the teaching methodologies will be implemented through the use of the Colibri platform and the Sigarra platform, also using other technological tools whenever necessary to promote the involvement of students and their interaction in the development of tasks and work.

Students select their assessment from the following:


Ongoing assessment

1. Test: minimum score of 8 values, and worth 30% of the final grade
2. Practical Work: resolution of real practical case, at the students' choice (methodology and script available); meetings with the working groups, previously scheduled and of mandatory presence including students with TE status; working group of 3 elements each; presentation and defense of the final work in the classroom of mandatory presence-will represent 65% of the final grade
3. Minimum attendance: mandatory presence in the OT to be scheduled by the teacher - will represent 5% of the final grade

Not ongoing assessment

1. Single test - will represent 100% of the final grade (minimum score:10 values)

Final Exam- will represent 100% of the final grade (minimum grade:10 values)

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CLASSIFICATION IMPROVEMENT: No activity performed in continuous evaluation is considered, and the written test is the only evaluation factor.

## **6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES**

Lectures, debate and case studies provide the students with the knowledge needed to intervene in services markets.

Group work, individual research and fieldwork aim for students to be able to apply the different strategic marketing tools and techniques to the reality of the services market, to have the skills to define operational marketing policies in service markets.

Debate, observation of processes and problem solving with tutorial orientation best consolidate their knowledge.

## **7. ATTENDANCE**

To be defined.