COURSE DATA

DATA SUBJECT

Code: 46787
Name: Service marketing and management
Cycle: Master's Degree
ECTS Credits: 7.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	Service marketing and management	ELECTIVES

COORDINATION

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SUMMARY

Service-Dominant (S-D) logic has emphasized the centrality of service in marketing and management and suggests that the theories and models are applicable to all of marketing, including the subset of instances in which goods are involved (Gummesson, 2017; Vargo & Lusch, 2017). According to S-D logic, all providers are service providers, and service is the fundamental basis of exchange. Contemporary marketing emphasizes the role of creating customer value as a focal issue in marketing. The goal for marketing is to engage the supplier with significant customer practices and contribute to value creation in those practices, in a mutually beneficial way (Grönroos & Ravald, 2011). We need to analyse service research priorities for a more sustainable future (Karpen et al., 2023).

This module examines these practices within the view of value co-creation, offering iMBA students theoretical and practical strategic and operational options in service marketing management. Furthermore, this module will consider the new trends in marketing and its implications in service marketing and management. Rust (2019) emphasizes the expansion of relationships and service as a trend that will continue to shape the future of marketing. Advancements in information and communication technologies have expanded businesses' ability to communicate with customers, store customer information, and analyse customer information. In the future, artificial intelligence (AI) appears likely to influence marketing

strategies, including business models, sales processes, and customer service options, as well as customer behaviours (Davenport et al., 2020).

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Students will have completed a Bachelor or Degree studies that has given him/her skills in business management. Students have taken the subjects of the first and second semester of the master.

COMPETENCES / LEARNING OUTCOMES

2268 - Master's Degree in International Business Management

Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

DESCRIPTION OF CONTENTS

1. Foundations on service-dominant logic

2. Consumer behaviour in service encounters

3. Developing service products and new service development

4. Distributing service products and service delivery

5. Service pricing and yield management

6. Integrated marketing communications in service marketing

7. Service design management

8. Demand management and service productivity

9. Service environment

10. Service quality and innovation

11. Internal marketing orientation and employee job satisfaction

12. Complain handling and service recovery management

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	9,50
Theory	25,00
Seminar	20,00
Other activities	5,00
Classroom practices	16,00
Total hours	**75,50**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	66,00
Independent study and work	30,00

Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	16,00
Total hours	**112,00**

TEACHING METHODOLOGY

The topics of the course will be addressed through lectures, coursework, seminars by guest speakers, and visits to relevant organizations. During the lecturers the teachers will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

EVALUATION

It is required to pass the final exam (5/10), the individual assessment (5/10), team project (5/10) and class participation (5/10) to pass the course.

a. Individual assignment (*)	30%
b. Team project	20%
c. Final exam (*)	30%
d. Class participation (in-class) plus ongoing assessment	20%

REFERENCES

- Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2021). Services Marketing. Integrating customer focus across the firm, 4th edition. McGraw Hill, London.

- Wirtz, J. & Lovelock, C. (2022). Services Marketing, 9th edition. World Scientific, London.

- Edvardsson, B. & Tronvoll, B. (2022). The Palgrave Handbook of Service Management. Palgrave McMillan, Chan, Switzerland.

- Bagozzi, R.P., Brady, M.K.& Huang, M.H. (2022). AI Service and Emotion. Journal of Service Research, https://doi.org/10.1177/10946705221118579 Benoit, S. (2022). Adapting service management for the sharing economy. In: Edvardsson, B. & Tronvoll, B. (eds.). The Palgrave Handbook of Service Management. Palgrave McMillan, Chan, Switzerland, pp. 107-125. Bigné, E., William, E., & Soria-Olivas, E. (2020). Similarity and consistency in hotel online ratings across platforms. Journal of Travel Research, 59(4), 742-758. Di Pietro, L., Edvardsson, B., Reynoso, J., Renzi, M. F., Toni, M., & Mugion, R. G. (2018). A scaling up framework for innovative service ecosystems: lessons from Eataly and KidZania. Journal of Service Management, 29(1),146-175 Edvardsson, B., Tronvoll, B. & Gruber, T. (2011). Expanding understanding of service exchange and value co-creation: a social construction approach. Journal of the Academy of Marketing Science, 39, 327339. Field, J. M., Fotheringham, D., Subramony, M., Gustafsson, A., Ostrom, A. L., Lemon, K. N., Huang, M.H. & McColl-Kennedy, J. R. (2021). Service research priorities: designing sustainable service ecosystems. Journal of Service Research, 24(4), 462-479. Gäthke, J., Gelbrich, K., & Chen, S. (2022). A cross-national service strategy to manage product returns: e-tailers return policies and the legitimating role of the institutional environment. Journal of Service Research, 25(3), 402-421.