

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL  
SCIENCE OF UKRAINE**

Marketing and International Trade Department

**“APPROVED”**




The Dean of Faculty of Agrarian  
Management

A.D.Ostapchuk

“ 30 ” 05 2023 p.

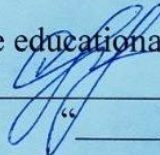
**«ENDORSED»**

**Head of Marketing and International  
Trade Department**

 Olexander Lytsiy  
Protokol 1/#13 from 22.05.2023

“ ” 2023

Guarantor of the educational program “Marketing”

 Violeta Heraimovych  
“ ” 2023

***Work program of the academic discipline***

**“Marketing by types of activities: Marketing of services”**

**Degree of higher education** - Bachelor

**Specialty** 075 Marketing

**Educational program** "Marketing"

**Developer:** D.SC. (ECONOMICS), ASSOCIATE PROFESSOR **JULIA GALCHYNSKA**

**KYIV-2023**

## 1. DESCRIPTION OF THE EDUCATIONAL DISCIPLINE

### “Marketing by types of activities: Marketing of services”

<b>Field of knowledge, specialty, educational program, educational degree</b>		
Branch of knowledge	07 "Management and administration"	
Educational degree	Bachelor	
Specialty	075 Marketing	
Educational program	Marketing	
<b>Characteristics of the academic discipline</b>		
Kind	<i>Normative</i>	
Total hours	<i>120</i>	
Number of ECTS credits	<i>4</i>	
Number of contents	<i>2</i>	
modules	<i>-</i>	
Course project	<i>Exam</i>	
<b>Indicators of academic discipline for full-time and part-time forms of education</b>		
Form of education	full-time	extramural
Year of training (course)	<i>3</i>	<i>-</i>
Semester	<i>6</i>	<i>-</i>
Lecture classes	<i>15 hour</i>	<i>4 hour</i>
Practical, seminar	<i>30 hour</i>	<i>8 hour</i>
occupation	<i>-</i>	<i>-</i>
Laboratory classes	<i>75 hour</i>	<i>-</i>
Independent work	<i>-</i>	<i>-</i>
Individual tasks	<i>3 hour</i>	<i>-</i>

The educational discipline “Marketing by types of activities: Marketing of services” refers to a cycle of disciplines that forms the profile of a future specialist, equipping him with the basics of marketing theory and practice in the field of service provision.

The purpose of teaching the discipline “Marketing by types of activities: Marketing of services” is the study of a complex system of organizing marketing processes in the field of services, which is focused on meeting the needs of specific consumers and making a profit based on the study, analysis and forecasting of the service market.

The task of the discipline is to understand and study a complex of issues that reveal the content and features of marketing in the service sector. Special attention is paid to the market of services, its segmentation, research and marketing strategy in the

market of services, issues of pricing, sales of services, communication and their stimulation.

As a result of studying the academic discipline, the student should know:

- the content and features of service sector marketing;
- service market segmentation;
- peculiarities of the implementation of the marketing complex in the service sector;
- marketing models in the service sector;
- marketing strategies in the service market;
- peculiarities of product policy in the services market;
- pricing policy in the service sector;
- peculiarities of marketing communication policy in the service sector;
- stages of creation of new services and development of innovation policy in the field of services;
- approaches to marketing planning in the service sector;
- peculiarities of marketing control and audit in the service sector.

be able:

- develop marketing strategies of enterprises in the services market;
- research and analyze the marketing strategy of enterprises in the service market;
- to develop a product policy regarding services;
- to solve pricing issues;
- to investigate the peculiarities of the implementation of elements of the marketing complex at enterprises in the service sector;
- to develop the product policy of enterprises in the service sector;
- to develop a marketing communication policy of enterprises in the service sector;
- carry out segmentation of the service market;
- to develop strategic plans, tactical and operational plans of enterprises in the service sector.

General competences (CG):

ZK1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

ZK2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

ZK4. Ability to learn and master modern knowledge.

ZK5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

ZK6. Knowledge and understanding of the subject area and understanding of professional activity.

ZK8. Ability to conduct research at an appropriate level.

ZK9. Skills in using information and communication technologies.

ZK12. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

Professional competences of the specialty (SK):

SK1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

SK4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

SK5. Ability to correctly apply marketing methods, techniques and tools.

SK8. Ability to develop marketing support for business development in conditions of uncertainty.

SK9. The ability to use marketing tools in innovative activities.

SK12. The ability to substantiate, present and implement the results of research in the field of marketing.

SK13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

SK14. Ability to propose improvements to marketing functions.

Program learning outcomes:

PRN 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PRN 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PRN 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PRN 16. To meet the requirements of a modern marketer, to raise the level of personal professional training.

PRN 20. Demonstrate skills in developing the company's marketing policy.

PRN 22. Demonstrate the ability to form a project team, assigning executors to ensure the achievement of project goals.

PRN 23. To carry out a study of the international business environment, to analyze the situation on the world market of goods and services, to determine the peculiarities and marketing program of the enterprise's entry into foreign markets.

**STRUCTURE OF THE EDUCATIONAL DISCIPLINE**  
**“Marketing by types of activities: Marketing of services”**

Names of content modules and topics	Hours											
	Full-time						form Correspondence form					
	Total	L	P	lab	ind	ind	Total	L	P	lab	ind	ind
<b>Modul 1</b>												
Topic 1. FEATURES OF MARKETING AREAS OF SERVICES	12	1	4			7	12	1	1			10
Topic 2. FORMATION MARKETING SERVICES	12	1	2			9	12		1			11
Topic 3. PRODUCT POLICY OF FIELD OF SERVICES	12	1	4			7	12	1	1			10
Topic 4. PRICE POLICY IN THE SPHERE SERVICES	12	2	3			7	12		1			11
Topic 5. POLITICS DISTRIBUTION IN THE FIELD OF SERVICES	12											
		2	2			8	12	1				11
Together according to content module 1	<b>60</b>	<b>7</b>	<b>15</b>			<b>38</b>	<b>60</b>	<b>3</b>	<b>4</b>			<b>53</b>
<b>Modul 2</b>												
Topic 6. PROMOTION POLICY OF FIELD OF SERVICES	12	2	3			7	12	1	1			10
Topic 7. MODELS OF BEHAVIOR CONSUMERS OF SERVICES	12	1	4			7	12		1			11
Topic 8. RESEARCH OF DEMAND FOR SERVICES	12	2	2			8	12	1	1			10
Topic 9. MANAGEMENT MARKETING IN THE FIELD OF SERVICES	12	1	4			7	12	0	1			11
Topic 10. WORLD MARKET OF SERVICES. INTERNATIONAL TRADE SERVICES	12						12					
		1	2			9		1				11
Together according to content module 2	<b>60</b>	<b>7</b>	<b>15</b>			<b>38</b>	<b>60</b>	<b>3</b>	<b>4</b>			<b>53</b>
Hours total	<b>120</b>	<b>15</b>	<b>30</b>			<b>76</b>	<b>120</b>	<b>6</b>	<b>8</b>			<b>106</b>

## *Content module 1*

### Topic 1. FEATURES OF SERVICES MARKETING

Peculiarities of service sector marketing. Classification of services according to K. Lovelock's method. Categories of service quality. 4 "No" service areas. Components of service sector marketing. Marketing mix of the service sector: features, elements, characteristics of elements.

### Topic 2. ESTABLISHMENT OF SERVICES MARKETING

Main scientific schools of marketing. The essence of J. Ratmel's service marketing model. The essence of the service marketing model "SERVACTION" by P. Eiglie and E. Langeard. The service marketing model of K. Grönros. The essence of the service marketing model M.D. Bitner and F. Kotler's service marketing models.

### Topic 3. PRODUCT POLICY IN THE FIELD OF SERVICES

The essence, purpose and goals of the product policy in the service sector. Equal service as a product. H. Simon's matrix "Objective - subjective quality". Service life cycle concept. The essence of the Kano model and its application in service development. Types of service customization. The meaning and components of the corporate style of the service. Essence and types of signs for goods and services.

### Topic 4. PRICE POLICY IN THE FIELD OF SERVICES

The essence and goals of price policy in the service sector. Factors influencing price policy. Pricing methods in the service sector (list). Specific price method: essence and calculation algorithm. Price calculation by the point method: essence and algorithm. Calculation of the price by the regression method: essence and algorithm. Pricing methods based on psychological approaches. Types of price packages in the service sector. What is the essence of each type? Pricing strategies using psychological approaches (classification). Pricing strategies depending on the "price/quality" ratio (matrix). Pricing strategies based on the specifics of the firm's interaction with clients (classification and essence of each type of strategy).

### Topic 5. DISTRIBUTION POLICY IN THE FIELD OF SERVICES

The essence and components of distribution policy in the service sector. Ways of providing and distributing services. Structure of the service area. The essence of the concepts of "service radius" and "service area boundary". Factors influencing the choice of the location of a service provider. Application of Rayleigh's law to determine the profitability of the location of a service producer firm.

## *Content module 2*

### Topic 6. PROMOTION POLICY IN THE FIELD OF SERVICES

The essence and goals of the communication policy of the service sector. Classification of service promotion policy components. Classification of advertising depending on the goals of promotion. Classification of advertising depending on media and methods of distribution. Classification of advertising depending on the method of expression. Rules for creating effective advertising. Elements of creative findings in advertising. The essence and means of sales promotion in the service sector. The essence and features of personal selling. Typical disadvantages of personal selling. Stages of the personal selling process. Types of seller behavior during personal selling. The essence, types and forms of direct marketing. PR entity and subjects. The main PR tools. The main areas of PR. Types of PR from an ethical point of view. Synthetic components of service promotion policy. The essence and tools of BTL shares. Essence and types of ATL actions.

### Topic 7. BEHAVIOR MODELS OF CONSUMERS OF SERVICES

Constituent concepts of "consumer attitude". Stages of consumer perception of service quality. Model of consumer behavior according to F. Kotler. Stages of behavior of consumers of services. Concept and types of consumer loyalty. Methods of determining consumer loyalty. Model "Simplicity - complexity of evaluation". Gap model (service quality model). Model "Acceptable - desirable level of service quality". The concept of tolerance zone. Model "Perception - satisfaction". The list of criteria for assessing the quality of services using the SERVAQUAL method.

### Topic 8. RESEARCH OF DEMAND FOR SERVICES

Features of consumer demand for services. Constituent changes in consumer demand. Adaptation of the company's capabilities to changes in consumer demand in case of excessive demand. Adaptation of the capabilities of the service sector enterprise to changes in consumer demand. The concept of the market in flight from the economic aspect. The structure of the services market. The essence of segmentation. Criteria for service market segmentation. Segmentation of the service market according to the method of L. Volkova. Segmentation of the service market according to Lamben's method. Services market coverage strategies.

### Topic 9. MANAGEMENT OF MARKETING IN THE FIELD OF SERVICES

Functions of management of marketing activities of the enterprise. Principles of modern marketing management. Components of marketing management of the service sector. Scheme of management of marketing activities of the enterprise. The essence and algorithm of marketing research. Components of the marketing information system of the service sector enterprise. Methods of marketing research on a qualitative and quantitative basis. Methods of marketing research by method and source of obtaining information. Marketing research methods by frequency of information collection. Marketing research methods are most relevant for enterprises in the service sector. The essence of key contacts in service marketing. Purpose of key contact management. Influence factors.

### 3. PRACTICAL AND INDEPENDENT LESSONS

№ 3/Π	TOPIC	Number hours
<b>Modul 1.</b>		
1.	Practical work 1. Peculiarities of service sector marketing	2
2.	Practical work 2. Development of service marketing	2
3.	Practical work 3. Product policy in the service sector	3
4.	Practical work 4. Pricing policy in the service sector	2
5.	Practical work 5. Distribution policy in the service sector	2
6.	Practical work 6. Promotion policy in the service sector	4
7.	Independent work 1.	38
<b>Modul 2.</b>		
8.	Practical work 7. Behavior models of service consumers	3
9.	Practical work 8. Study of demand for services	4
10.	Practical work 9. Marketing management in the service sector	4
11.	Practical work 10. World market of services. international trade in services	4
12.	Independent work 2.	38

### 6. Questions for self-control and final control of knowledge

1. Strengthening the role of the service sector in the modern economy.
2. Dynamics and structure of world trade in services.
3. Peculiarities of national and international regulation of the services market.
4. Essence and main characteristics of services.
5. Intangibility (intangibility) of the service. Give examples.
6. Inseparability of the service from the source of provision. Give examples.
7. Inconstancy of service quality (heterogeneity). Give examples.
8. Short-term (non-saving) service. Give examples.
9. Lack of ownership of the service. Give examples.
10. Dynamics of development of the world market of services.
11. The essence and main purpose of the classification of services.
12. Classification of services by purpose. Give examples.
13. Classification of services by market segment. Give examples.
14. Classification of services by the level of personnel qualification. Give examples.
15. Classification of services by degree of regulation. Give examples.
16. Classification of services by labor intensity. Give examples.
17. Classification of services according to the degree of contact with the consumer. Give examples.
18. Classification of services by source of provision. Give examples.
19. Classification of services depending on the client's purchase motive. Give examples.



20. Classification of services depending on the motive of the service provider. Give examples.
21. Classification of services by the level of product content. Give examples.
22. Scales of distribution and significance of marketing in the field of services.
23. The main factors affecting the increase in demand for various types of services.
24. Evolution of the intensity of marketing use by enterprises in the service sector. Justify the answer.
25. Reasons that encourage service enterprises to apply marketing.
26. Content, purpose and meaning of marketing in the service sector.
27. Principles of service marketing.
28. Services marketing functions.
29. Concepts of service marketing and their specifics.
30. The main types of marketing in the service industry.
31. The nature, essence and significance of internal marketing in the service sector.
32. The process of internal marketing in the service sector.
33. The essence and characteristics of two-way marketing.
34. Marketing environment of service sector enterprises, its structure.
35. Factors of the macro environment of enterprises in the service sector.
36. Factors of the microenvironment of enterprises in the service sector.
37. Marketing research of environmental elements and factors of enterprises in the service sector.

## 7. A set of tests for determining the level of knowledge acquisition by students

NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCE OF UKRAINE			
Specialty 075 Marketing	DEPARTMENT OF MARKETING AND INTERNATIONAL TRADE 2023-2024 AY	Exemination Ticket #1 from the discipline “Marketing by types of activities: Marketing of services”	I approve Head of Department V.M. Bondarenko _____2023

### 1. Choose the correct variant

Which of the following is not a marketing activity?	
1	Promotion
2	Storage
3	Product development
4	Wholesaling
5.	Production

### 2. The intangible "something of value" that is provided by applying human and mechanical efforts to people or objects is called

*(write the correct answer in one word in the answer sheet)*

### 3. Put stage of the proces in right position

1.	collecting data
2.	defining and locating problems
3.	reporting research findings
4.	developing hypotheses
5.	interpreting research findings

**4. Choose the correct variant**

Which of the following statements concerning marketing research and information systems is false?	
1	They help implement the marketing concept by providing adequate information about consumers.
2	They increase the chances of success in performing marketing activities
3	They are used to plan and develop appropriate strategies
4	They provide important input into the development of the marketing mix.
5	They increase the cost of the product to the consumer.

**5. Amount consumers could have a number of needs which couldn't be satisfied. This demand called...**

*(write the correct answer in one word in the answer sheet)*

**6. Put stage of the process in right position**

1.	Needs in self-perception
2.	Needs in self-confirmation
3.	Physical needs
4.	Needs in respect
5.	Social needs

**7. Choose the correct variant**

Wholesalers	
1	perform those marketing activities necessary to expedite exchanges
2	usually can be eliminated with no loss in efficiency.
3	are engaged primarily in selling products to ultimate consumers
4	create higher consumer prices by performing their functions.
5	appear in almost all channels.

**8. Name true medium of transmission here...**

*(write the correct answer in one word in the answer sheet)*

**9. Choose the correct variant**

Which of the following statements is false?	
1	Price can be changed quickly to respond to changes in demand.
2	Price has a psychological impact on customers and can be used symbolically to emphasize a product's quality.
3	Price is important in determining profits.
4	Price is usually used as a tool to raise production costs
5	None of the above.

**10. Put stage of the process in right position**

1.	Testing a product in marketing environment
2.	Analysis of market
3.	Development of marketing strategy
4.	Testing idea
5.	Forming an idea
6.	Compare ideas
7.	Development a new product
8.	Commercial activity

**11. Different ways of distribution of positive information about enterprise through the mass-media or from**

public place called....

(write the correct answer in one word in the answer sheet)

**12. Concept of intensification of marketing resources mean ...**

(write the correct answer in one word in the answer sheet)

**13. Put stage of the proces in right position**

1.	Decrease
2.	Increase a level of sales
3.	Stage of entering on the market
4.	Stage of development
5.	Exstremum stage

**14. "Problem child" according to the product life cycle corresponds to ...**

(write the correct answer in one word in the answer sheet)

**15. Choose the correct variant**

Consumer product classifications are based primarily on	
1	how consumers use the product.
2	the characteristics of buyers' purchasing behavior
3	where the product is purchased.
4	how consumers view the product.
5	the cost of the product

**16. Put stage of the proces in right position**

1.	Analyse of competitive price
2.	Getting decision about aims of price policy
3.	Analyse of variable expenses
4.	Getting decision about final marketing price
5.	Analyse a level demand
6.	Choosing a methods of making price

**17. Choose the correct variant**

What element belongs to the communication's noise?	
1	Communication channels' break down.
2	Large number of other advertisements.
3	Same advertising message across many different countries.
4	An interest or dislike towards the message.
5	Driving too quickly past a billboard

**18. Immediate feedback and knowledge of customers' needs are advantages of**

(write the correct answer in one word in the answer sheet)

**19. Choose the correct variant**

Even universities are involved in marketing activities. Which of the following is least likely to be considered a marketing activity?

1	Addition of a new course of study requested by many student
2	Application to the state government for building funds
3	Expansion of the school cafeteria to include fast-order food
4	A fine arts series sponsored on campus
5	Extension of free-time hours in athletic facilities to meet demand overflow

**20. Marketing price policy is ...**

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**21. Choose the correct variant**

Which of the following services does a wholesaler usually not offer	
1	Management assistance and marketing research
2	Handling credit and financing
3	Selling activities
4	Physical distribution activities
5	Making sales to ultimate consumers

**22. According to the aims advertisement divided in to ... groups. They are:**

<i>(write the correct answer in one word in the answer sheet)</i>
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**24. Choose the correct variant**

75	12. Pricing objectives are overall goals that describe the role of price and
1	must be consistent with the organization's goals.
2	have a minimal effect on other functional areas of a business
3	help determine the buyers' purchasing power.
4	should not have an effect on the functional areas of a business.
5	should take only profit into account.

**25. Direct marketing is...**

<i>(write the correct answer in one word in the answer sheet)</i>
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**26. Choose the correct variant**

	14. All the following are steps in the marketing research process except
1	developing hypotheses.
2	collecting data,
3	interpreting research finding
4	surveying the population
5	defining the problem.

**27. Choose the correct variant**

A market aggregation approach can be effective when	
1	many individuals have similar needs and are satisfied by several marketing mixes.
2	many individuals have diverse product needs but are satisfied by a single marketing mix.
3	used only in the consumer market.
4	many individuals have diverse product needs that can be satisfied by a single marketing mix.
5	many individuals have similar product needs that can be satisfied by a single marketing mix.

**28. Political advertisement is...**

<i>(write the correct answer in one word in the answer sheet)</i>
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**29. The main components of marketing price policy are:**

(write the correct answer in one word in the answer sheet)

**30. Choose the correct variant**

Which of the following is not an example of an industrial product?	
<b>1</b>	Screws used to mount engine blocks on cars
<b>2</b>	Steel used for manufacturing drill bit
<b>3</b>	Gasoline for a salesperson's car
<b>4</b>	A pencil used to write a weekly grocery list
<b>5</b>	A chair used in a conference room

## 8. TEACHING METHODS

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, discussion of problematic issues. Problems and situational tasks are solved in practical classes.

## 9. FORMS OF CONTROL

Completion of modular and border control works, individual works, analytical tasks, test tasks, independent study of individual course topics.

Evaluation of students' educational achievements in all types of educational work is carried out according to current and final controls. Current control of students' knowledge of the academic discipline is carried out in written form. Control tasks for the content module include test questions (30 tests) and two problems.

Control of independent work is carried out:

from the lecture material - by checking notes;

from practical classes - by checking completed tasks. All control measures are included in the 100-point rating scale.

The final semester control of knowledge takes place on an exam in written form. The examination ticket includes 30 tests and two tasks.

## 10. DISTRIBUTION OF POINTS RECEIVED BY STUDENTS

The student's knowledge is assessed on a 100-point scale and translated into national assessments according to the table. 1 "Regulations on examinations and credits at NUBiP of Ukraine" (approved by the Academic Council of NUBiP of Ukraine on 04/26/2023, protocol No. 10)

Correlation between the rating of the applicant of higher education and national evaluations

Rating of the acquirer higher education, points	The assessment is national for the results of passing exams	
	exams	credits
90 – 100	perfectly	counted
74 – 89	fine	
60 – 73	satisfactorily	
0 – 59	unsatisfactorily	not counted

## **11.METHODOLOGICAL SECURITY**

1. Larina Y.S., Galchynska Yu.M. Marketing services. Educational and methodological manual. K.: "Agrar Media Group" LLC, 2013. 75 p.

## **12. RECOMMENDED LITERATURE**

1. Shkanova O. M. Marketing of services: study guide for students. University / Shkanyava O.M. K.: Condor, 2008. 304 p.
2. Ivanova L. O. Marketing of services: training. manual / L. O. Ivanova, B. B. Semak, O. M. Vovchanska. – Lviv: Publishing House of the Lviv University of Trade and Economics, 2018. – 508 p.

### **Auxiliary:**

1. L. I. Gontarzhevska. Market of tourist services in Ukraine: education. manual Donetsk: Eastern Publishing House, 2008. 180 p.
2. Dyadechko L.P. Economy of tourist business: academic. manual K.: Center of educational literature, 2007. 224 p.
3. Zabaldina Yu. B. Marketing of a tourist enterprise: study guide. K.: Musical Ukraine, 2002. 196 p.
4. Kotvitska A. A. Marketing of services: lecture texts: teaching. manual for students of higher education. Kharkiv: National Academy of Sciences, 2017. 128 p.
5. Malchenko V. M. Marketing of services Kyiv: KNEU, 2006. 325 p.
6. Pashchuk O. V. Marketing of services: a strategic approach: training. manual Kyiv: VD "Professional", 2005. 560 p.
7. Tkachenko L. V. Marketing of services: textbook. Kyiv: Center for Educational Literature, 2003. 192 p.
8. Karyagin Yu. O. Tourism product marketing: textbook K.: Kondor, 2009. 394p.
9. Lovelock, C. H. Service Marketing. Englewood Cliffs: N. J: Prentice Hall, 1992.

### **Information resources**

Official Internet sites, legislative and regulatory acts, periodicals (specialized magazines: "Marketing in Ukraine", "New Marketing", "Marketing and Advertising", "Marketing Studies", "Companion", etc.), statistical data.