



Silabus

“Marketing by types of activities: Marketing of services”

Degree of higher education - Bachelor

Specialty 075 Marketing

Educational program "Marketing"

Study year 3, semester 6

The form of study is full-time

Number of ECTS credits 4

Teaching language: English

Lecturer of the course

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Course page in eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=3774>

DESCRIPTION OF THE DISCIPLINE

The course “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 educational discipline “Marketing by types of activities: Marketing of services” is the study of a complex system of organizing marketing processes in the service sector, which is focused on meeting the needs of specific consumers and obtaining 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.

COURSE STRUCTURE

Topic	Hours (lectures/laboratory, practical, seminar)	Learning outcomes	Task	Assessment
Module 1				
Topic 1. Concept of services. Characteristics of services.	2/2	Understand the essence of the service and the main differences between the service and the product. Know the characteristics of services and types of services. Understand the mechanism of world trade in services. Know the reasons that stimulate the rapid growth of the services market. Identify the main characteristics of services. Know the classification of services.	Submission of practical work #1. (including in elearn)	10
Topic 2. Market services and segmentation.	2/2	Know the concept of the service market and its segmentation; the main ones segmentation criteria, as well as criteria selection requirements segmentation in the service market. Focus on the existing ones segmentation approaches services market. Understand the market services in the field of utilities household service. Know the main differences selection of segmentation criteria for the utility sector market household service. Understand the market of services in the field health and physical protection culture, services market cultural and educational sphere and the market of management services, regulation and exchange.	Practical work #2. (including in elearn) Solving problems.	20
Topic 3. Features marketing in service sector. Models	2/2	Use existing approaches to determine implementation features marketing in the services market. Know the main features marketing in the service sector. Carry out an analysis of the present development situation marketing mechanism on services market. Apply D. Ratmel's model, "servaktion"-model of P. Aiglie and E. Langeard and their main features; model of K. Grenros, "4-P" model D. McCarthy and the "7-P" model M. Bitner. Understand the features implementation of existing models into practical activity enterprises in the service market	Handing over practical work #3. (including in elearn) Solving problems.	20

		of Ukraine. Understand the triangular model of F. Kotler and know its main differences.		
Topic 4. Marketing at various service areas. Bankivska marketing, marketing educational services, tourist marketing and other types	2/2	Carry out an analysis of the existing situations of implementation of elements marketing in work practice service sector enterprises of Ukraine. Understand the features marketing in various spheres of the service market and the main ones approaches for implementation marketing in different areas activities on the service market. Understand bank marketing and features of banking product – banking service. Know the main differences of bank marketing from marketing in other markets services Distinguish specific features of marketing in the market education Know about tourist marketing and its prospects	Surrender practical work #4. (including in elearn) Solving problems.	20
Test 1				30
Together according to content module 1				100
Модуль 2				
Topic 5. External, internal and "interactive" marketing	2/4	To know the essence of understanding "external" and "internal" marketing. Distinguish the main ones internal features marketing and its importance for the services market. Understand the essence of "interactive" marketing Know the features external marketing in the field services Understand the role internal marketing on services market and necessity comprehensive approach to implementation of marketing on services market.	Surrender practical work #5. (including in elearn) Solving problems. Surrender	14
Topic 6. Marketing strategy enterprises on	2/4	To understand the essence of the strategic goal of enterprises in the market services, definitions and ways achieving a strategic goal. Make predictions services market: basic methods and tools Understand the existing forecasting situation services market in Ukraine. Understand the formation mechanism consumer demand and the need to conduct	Handing over practical work #6. (including in elearn) Solving problems.	14

		<p>Determine the state of the services market based on forecasts and expert assessments. Apply matrix "Goods-markets" by I. Ansoff for determining the strategy of enterprises in the service market. Understand product, assortment policy and pricing in the market of enterprise services.</p> <p>Apply the Boston matrix and know the possibilities of its use by enterprises in the services market of Ukraine.</p> <p>Use matrix Porter to determine the strategy.</p>		
<p>Topic 7.</p> <p>Commodity, assorted politics and pricing</p>	1/4	<p>Understand the concept of commodity policy. Be able to determine the essence of the product. Know specific features of the commodity policies in the service market. Determine the range of services and purpose of assortment policy on services market. Know the main ones approaches to the formation of merchandise policies in the service market. Understand pricing issues in the service market. Use methods price determination in the market services Know the basic techniques pricing which used by enterprises sphere of services of Ukraine.</p>	<p>Handing over practical work #7. (including in elearn) Solving problems. Handing over practical</p>	14
<p>Topic 8.</p> <p>Communication policy enterprises on services market</p>	1/4	<p>Understand the essence of marketing communications policy. Separate the main components communication policy on services market. Know the basics organization of the communication process. Develop a strategy communication Know about personal selling and its role in the service market. Understand features of advertising on the market services Know the basic approaches and features of the conduct advertising campaign for enterprises in the service market. Understand the process of stimulation sales of services.</p>	<p>Surrender practical work #8. (including in elearn) Solving problems. Surrender</p>	14
<p>Topic 9.</p> <p>Planning and</p>	1/4	<p>Understand the need planning and control</p>	<p>Surrender practical</p>	14

control of service sector marketing		marketing Know the peculiarities of marketing planning in the service sector. Understand the organizational aspects of marketing in the services market; content and meaning of marketing control. Understand the peculiarities of control in the service sector. Identify the stages of the marketing control process. Know the types of marketing control	work #9. (including in elearn) Problem solving.	
Test Module 1				30
Together according to content module 1				100
Total for semester				70
				$R_{HP} = \frac{0,7 \times (R_{3M1} + R_{3M2})}{2}$
Exam				30
Total for the course				100

ASSESSMENT POLICY

Deadlines and Rescheduling Policy:	Works that are submitted late without good reason will be assigned a lower grade. Modules can be rearranged with the permission of the lecturer if there are good reasons (for example, sick leave).
Academic Integrity Policy:	Copying during tests and exams is prohibited (including using mobile devices). Works must have correct text references to the used sources
Attendance Policy:	Attending classes is mandatory. For objective reasons (for example, illness, international internship), training can be suspended take place individually (in online form upon agreement with the dean of the faculty)

STUDENT ASSESSMENT SCALE

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