

COURSE OUTLINE

(1) GENERAL

SCHOOL	OF BUSINESS STUDIES			
ACADEMIC UNIT	SHIPPING, TRADE & TRANSPORT			
LEVEL OF STUDIES	UNDERGRADUATE			
COURSE CODE	ΔΙ0700	SEMESTER	5 th	
COURSE TITLE	SERVICES MARKETING			
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS	ECTS
		3	5	5
COURSE TYPE	M4.017 SUBJECT AREA COURSE – ELECTIVE			
PREREQUISITE COURSES:	COMPUSLOSRY COURSES ARE NOT REQUIRED FOR REGISTRATION TO 3 RD YEAR ELECTIVES			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK			
IS THE COURSE OFFERED TO ERASMUS STUDENTS				
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TNEY297/			

(2) LEARNING OUTCOMES

Learning outcomes
<p>The purpose of this course is to:</p> <ul style="list-style-type: none"> • Enhance students’ understanding of the importance of services to the economy. • Introduce the distinction between products and services, and between different types of services, for the purpose of designing successful services marketing programmes. • Offer deeper insights into the theory and practice of marketing in the services sectors. • Provide more specialised knowledge for selected services sectors. <p>Having completed the course successfully, students should be able to:</p> <ul style="list-style-type: none"> • Realise the challenges of marketing in services environments. • Analyse the factors affecting marketing in a services company. • Apply the principles of marketing in services, by using their critical and analytical skills and ability.
General Competences
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, with the use of the necessary technology • Working independently • Team work • Working in an interdisciplinary environment

- Working in an international environment
- Adapting to new situations
- Production of new research ideas

(3) SYLLABUS

- Definitions and Characteristics of Services
- Introduction, defining services
- The nature of services and their distinctive features
- Differences between goods and services
- The role of marketing in the services sector
- Classification of services
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- Marketing in Services
- Understanding consumer choice (behaviour) for effective segmentation
- Segmentation, types of segmentation and strategies in services
- Targeting and positioning services
- The marketing mix elements (4P's) in services: Specifying the product for services, branding and differentiation, costing and pricing services, factors affecting pricing decisions, pricing strategies, channel development and services distribution (place), location and channel choice (place), delivering services (incl. people), communicating and promoting services (promotion), promotional tools (advertising, sales promotion, personal selling, public relations, direct marketing, internet, word of mouth)
- Market research and analysis for services
- Service development, variables determining service success, ways of measuring new service success
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- Further Aspects of Services Marketing
- Selected topics in services (airport services, services in shipping, health services etc.)
- Customer Relationship Marketing (CRM)
- Other issues of importance to services marketing (technology, quality, people, complementary services etc)

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face, physical presence in class	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching, communication with students	
TEACHING METHODS	Activity	Semester workload
	Lectures	39 hours
	Study and analysis of bibliography	25 ώρες
	Group assignments/ Coursework/ case study analysis	20 ώρες

	Independent study	41 ώρες
	Course total	125 hours
STUDENT PERFORMANCE EVALUATION.	<p>Student evaluation procedures and final course grading are based on the weighted combination of:</p> <ul style="list-style-type: none"> - written exam: (70%) - case study analysis/ coursework, project-assignment (problem solving, written work, public presentation): (30%) <p>Language of student evaluation: Greek with specialized terminology in English.</p>	

(5) ATTACHED BIBLIOGRAPHY

<p>Suggested bibliography:</p> <p>Pantouvakis A. (2020). The Logic of Marketing, Publishing company Livanis, 1st ed. [ISBN: 978-618-5513-16-0], [Eudoxus 94700065].</p> <p>Tsaklanganos, A. P. Tsaklanganou (2018). Basic Principles of Marketing, 4th ed. Thessaloniki: Publishing Company Kyriakidis S.A. [ISBN 978-960-602-027-8], [Eudoxus 50662530].</p> <p>Additional Bibliography</p> <p>Gounaris, S. & K. Karantinou (2014) Services Marketing. Publishing Company ROSILI, 3rd edition [ISBN 978-960-7745-39-2], [Eudoxus: 41963319].</p> <p>Wirtz, X. & Lovelock C. (2018). Marketing Services. People, Technology, Strategy, Publishing Company DISIGMA, 1st edition [ISBN 978-618-5242-29-9], [Eudoxus: 77118262].</p>
