

| Course Title                                                                                        | Services Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------------------------------|-----------------|---------------------------------|--------------------|---------------------------------|-----------------|-----------------------|---------------------------|---------------------|---------------------------|------------------------|------------------|--|---|
| Course Code                                                                                         | EBC2043                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| ECTS Credits                                                                                        | 6,5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Assessment                                                                                          | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Period                                                                                              | <table border="1"> <tr> <th>Period</th><th>Start</th><th>End</th><th>Mon</th><th>Tue</th><th>Wed</th><th>Thu</th><th>Fri</th></tr> <tr> <td>5</td><td>13-4-2015</td><td>5-6-2015</td><td></td><td>X</td><td></td><td></td><td>X</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Period                                                                                              | Start          | End                                                                                          | Mon             | Tue                             | Wed                | Thu                             | Fri             | 5                     | 13-4-2015                 | 5-6-2015            |                           | X                      |                  |  | X |
| Period                                                                                              | Start                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | End                                                                                                 | Mon            | Tue                                                                                          | Wed             | Thu                             | Fri                |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| 5                                                                                                   | 13-4-2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5-6-2015                                                                                            |                | X                                                                                            |                 |                                 | X                  |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Level                                                                                               | Intermediate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Coordinator                                                                                         | Ko de Ruyter For more information:k.deruyter@maastrichtuniversity.nl                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Language of instruction                                                                             | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Goals                                                                                               | The general objective of this course is to introduce the different characteristics of services and their particular consequences for marketing. On the one hand, this will be accomplished by studying the literature (the course textbook and selected articles). On the other hand, a major emphasis will be placed on presentations in which teams of participants are expected to lead the discussion on various service marketing themes and report practical research projects conducted to test and practice the theoretical concepts encountered. By these means, students should obtain an in-depth insight into the literature on the marketing of services and at the same time develop a (hands-on) feeling for conducting research in this area. Would-be participants should be aware of the fact that this course requires a considerable amount of planning, effort, and inventiveness.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Description                                                                                         | <p>Much of the economy in the developed world is dominated by the production and consumption of services. For example, in the US, current statistics show that approximately 75% of the work force is involved in the services industry. Additionally, 45% of an average US family's budget is spent on services, and for Europe statistics are similar. In many developing nations services are considered a way to expand and stimulate economic growth and development. Consistent with economic growth comes a growth in services employment. While most business schools focus on the manufacturing segment of the economy, given these facts it seems imperative to study the marketing of services in a separate course. Two kinds of services will form the central focus of this course: (1) Services which are offered by Organisations in the service-sector (banks, assurance and transport companies, the hotel and catering industry, health care and the tourist industry, among others), and (2) Services which are offered by companies which manufacture products. In this context services refer mostly to the so-called "after-sales service" (repair services, service engineers, etc.) but also (product) instructions accompanying a sale.</p> <p>Service Organisations vary, from restaurants, hotels and car rental agencies to financial services and even education. These Organisations require a distinctive approach to marketing strategy. We will build on the principle of marketing and expand into very specific themes covering the entire spectrum of services, seen through many angles and illustrated by relevant case studies. In the course we will explore methods, based in academic research, in which firms can use service as a unique selling proposition. In this course we will focus on the international marketplace from a European perspective. We will, for the first time, be using the European edition of the textbook in order to make the topics more relevant to UM students. We have designed this course to address the unique needs and challenges in this ever-changing aspect of marketing, including the dynamic and rapidly developing area of electronic and mobile services. Throughout the course emphasis will be placed more specifically on issues related to marketing management and customer perceptions. Thus, a number of presentation topics need to be researched both in a theoretical and a practical manner in addition to the discussion of a number of tasks. Practical research will need to be undertaken and presented to enhance understanding of course concepts. Moreover, three elaborate cases will be discussed, and student teams will complete a services blueprint project.</p> |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Literature                                                                                          | <p>Services Marketing: Integrating customer focus from across the firm, First European edition, 2008<br/> Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler<br/> ISBN -13 9780077107956<br/> ISBN-10 0077107950<br/> McGraw-Hill Higher Education</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Prerequisites                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Teaching methods                                                                                    | PBL / Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Assessment methods                                                                                  | Written Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Evaluation in previous academic year                                                                | For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| This course belongs to the following programme / specialisation                                     | <table border="1"> <tr> <td>Bachelor Economics and Business Economics<br/>Specialisation Economics and Management of Information</td><td>Free Electives</td></tr> <tr> <td>Bachelor Economics and Business Economics<br/>Specialisation International Business Economics</td><td>Major Marketing</td></tr> <tr> <td>Bachelor International Business</td><td>Business Electives</td></tr> <tr> <td>Bachelor International Business</td><td>Major Marketing</td></tr> <tr> <td>SBE Exchange Bachelor</td><td>Bachelor Exchange Courses</td></tr> <tr> <td>SBE Exchange Master</td><td>Bachelor Exchange Courses</td></tr> <tr> <td>SBE Non Degree Courses</td><td>Bachelor Courses</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Bachelor Economics and Business Economics<br>Specialisation Economics and Management of Information | Free Electives | Bachelor Economics and Business Economics<br>Specialisation International Business Economics | Major Marketing | Bachelor International Business | Business Electives | Bachelor International Business | Major Marketing | SBE Exchange Bachelor | Bachelor Exchange Courses | SBE Exchange Master | Bachelor Exchange Courses | SBE Non Degree Courses | Bachelor Courses |  |   |
| Bachelor Economics and Business Economics<br>Specialisation Economics and Management of Information | Free Electives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Bachelor Economics and Business Economics<br>Specialisation International Business Economics        | Major Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Bachelor International Business                                                                     | Business Electives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| Bachelor International Business                                                                     | Major Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| SBE Exchange Bachelor                                                                               | Bachelor Exchange Courses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| SBE Exchange Master                                                                                 | Bachelor Exchange Courses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |
| SBE Non Degree Courses                                                                              | Bachelor Courses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                     |                |                                                                                              |                 |                                 |                    |                                 |                 |                       |                           |                     |                           |                        |                  |  |   |