



<b>Subject</b>	<b>Marketing</b>
<b>Course:</b>	Service Marketing
<b>Professor:</b>	Prof. Dr. Brigitte Grass
<b>Target group:</b>	Students in their fifth semester
<b>Lectures:</b>	2 hours per week
<b>Aims:</b>	<ul style="list-style-type: none"><li>• The students will be introduced to work through the salient features of marketing of service companies.</li><li>• They will learn theoretical models of marketing for service companies and be able to reflect them critically.</li><li>• Furthermore, they will learn to create marketing strategies, marketing instruments for different service companies and present their ideas in both written and oral form.</li></ul>
<b>Contents:</b>	<ol style="list-style-type: none"><li>1. Importance and diversity of the service sector</li><li>2. Content and features of service marketing</li><li>3. Special marketing theories for the service sector</li><li>4. Marketing goals, marketing strategies and the marketing mix in various service companies</li><li>5. Special topics, e.g. customer relationship management, branding in service companies</li><li>6. Developments in service marketing</li></ol>
<b>Methods:</b>	Lectures with discussion, exercises, presentation of student reports, small management projects, reading assignments, presentation of company representatives
<b>Examination:</b>	Student reports plus a final written or oral exam as a part of the overall exam in marketing
<b>Literature</b>	<b>Basic Literature</b> Bieberstein, I.: Dienstleistungs-Marketing, 3 nd Edition, Ludwigshafen 2001 Bruhn, M. – Homburg, Chr.: Handbuch Kundenbindungsmanagement, Strategien und Instrumente für ein erfolgreiches CRM, Wiesbaden 2005 George, W./Grönroos, C.: Internes Marketing: Kundenorientierte Mitarbeiter auf allen Unternehmensebenen, in: Internes Marketing. Integration der Kunden und Mitarbeiterorientierung. Grundlagen – Implementierung – Praxisbeispiele, hrsg. Von M. Bruhn, 2 nd Edition, Wiesbaden 1999 Grönroos, Chr.: Service Management and Marketing. A Customer Relationship Management Approach, Second Edition, West Sussex 2001 Lovelock, Chr. H.: Services Marketing, Third Edition, New Jersey 1996 Meffert, H. – Bruhn, M.: Dienstleistungsmarketing. Grundlagen – Konzepte – Methoden, Fourth Edition, Wiesbaden 2003 Meffert, H. – Burmann, S. – Koers, M (Hrsg.): Markenmanagement. Identitätsorientierte Markenführung und praktische Umsetzung, 2. nd Edition, Wiesbaden 2005 Pepels, W. (Hrsg.): Betriebswirtschaft der Dienstleistungen Handbuch für Studium und Praxis, Herne – Berlin 2003 Rudolph, A. – Rudolph, M.: Customer-Relationship Marketing, Berlin



2000

The branch-specific literature depends on the student's chosen topic (e.g. low cost carriers)

**Language:**

German ( Use of English literature and English presentations)

**Case Studies:**

The students are required to create the marketing strategy and the marketing instruments for a consulting company on the basis of empirical data.