

## Implementation plan Finished

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|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Service Marketing and Selling (A9306), 5.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Implementation</b>                                         | HYA21621: 2/2016-2017 (09.01.2017 - 20.06.2017)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Type</b>                                                   | BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Groups</b>                                                 | Primary: HYA216SJ Others :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Lecturers</b>                                              | Apramey Dube                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Number of participants</b>                                 | <b>Minimum:</b> 12 <b>Maximum:</b> 35                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Enrolment period</b>                                       | 28.11.2016 08:00 - 01.01.2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Main timing for implementation</b>                         | According to a schedule agreed by the parties                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Applicability</b>                                          | <b>For exchange students:</b> No <b>For elective studies:</b> Yes <b>Open UAS student:</b> Yes <b>Suitable for virtual UAS:</b> Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Teachers</b>                                               | Kaarti Virpi (Other teacher)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Main location for implementation</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Implementation method</b>                                  | Optima realization/student group <b>Language:</b> English <b>Virtuality:</b> 1 cr <b>Integration of R&amp;D:</b> 3 cr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Implementation class</b>                                   | LbD based on local project or development task                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Focus areas</b>                                            | Service business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Evaluation at the latest</b>                               | 20.07.2017 <b>Storing of graded material ends.:</b> 20.06.2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Having completed the study unit the student is able to</b> | <ul style="list-style-type: none"> <li>• explain the evolution of services marketing thought</li> <li>• identify the strategic approach in service marketing</li> <li>• establish, maintain and develop customer relationships</li> <li>• conceptualize and sell services</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Learning objectives</b>                                    | The key learning goal is to gain a critical understanding of key issues and learn to apply relevant concepts and models to service marketing and selling challenges.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Contents</b>                                               | Never have services played a larger role in business than they do today. In order to grow and attain higher profits, companies and managers require exceptional knowledge and understanding of service marketing. This course focuses on the unique challenges involved in service marketing, selling and managing a service business. The key topics covered are evolution of service marketing, relationship marketing, service quality, internal marketing, service branding and service selling. In addition to service marketing concepts, students will analyze cases of successful service-led businesses in a wide variety of consumer and B2B industries, including examples such as Singapore Airlines, Whole Foods, Tinder App, Airbnb, Supercell, Khan Academy and others. |
| <b>Study material</b>                                         | Books: Wilson, Alan ; Zeithaml, Valarie A. ; Bitner, Mary Jo ; Gremler, Dwayne D. 2012. Services marketing: integrating customer focus across the firm. 2nd European ed. McGraw-Hill. OR Wilson, Alan, ; Zeithaml, Valarie A., ; Bitner, Mary Jo, ; Gremler, Dwayne D., 2016. Services marketing: integrating customer focus across the firm. Third European edition. McGraw-Hill Education. Lindberg-Repo, K. and Dube, A. (2015). <i>Titans of Service: Building Strategic Service Leadership</i> . Second edition: Brand Audit Group                                                                                                                                                                                                                                                |
| <b>Other arrangements</b>                                     | Contact sessions: 12.1., 9.3. and 13.5. at 9:00-16:30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |