

Course title: Services Marketing			
Lecturer: Branislav Radnović			
Course status: Elective , Eighth Semester			
ECTS: 7			
Requirements: None			
Course aims Studying the basics of management in the marketing in services, the role and value of services marketing activities, learning about specifics of service marketing, managing services marketing through management strategies.			
Course outcome Training the students to independently plan, organize, lead and control marketing activities in the service sector, as well as education of successful independent combining of the marketing mix elements in the service businesses.			
Course content <i>Theory classes</i> The service economy and services marketing today, understanding the management of marketing services, instruments of the marketing mix, customer satisfaction strategies of retaining customers, service quality, design and service positioning, channels of distribution, strategies of pricing, service ambience, people (employees and customers), building brands, shaping the service market offer, problems of defining and implementing strategies in the business environment, strategies of market communication and image of the service business, strategies of internationalization, implementing marketing in service businesses, delivering value in the service sector, creating successful, long-term growth of service businesses. <i>Practice classes</i> Case studies related to services marketing management and management strategies.			
Recommended Literature: 1. Radnović, Branislav, Marketing usluga, Fakultet poslovne ekonomije, Univerzitet Edukons, Novi Sad – Sremska Kamenica, 2013. 2. Veljković, Saša, Marketing usluga, Ekonomski fakultet, Beograd, 2009. 3. Zeithami, Valarie; Bitner, Mary; Gremler, Dwayne, Services Marketing, Mc Grew Hill/Irwin, 2002.			
Number of active teaching classes		Theory classes: 2	Practice classes: 2
Teaching methods: Interactive teaching, case studies, discussions, multimedial communication			
Knowledge assessment			
Pre-exam tasks	points	Final exam	points
In-class activity	5	Written exam	25
Practice classes	10	Oral exam	10
Mid-term tests	3 x 15		
Seminar papers	5		