

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<b>1. Course title:</b> <b>International Marketing in Services</b>	<b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: Course commenced / Year 19/20
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**3. Major:** International Business

**4. Department of major coordinator:** Department of Consumption Research

**5. Name of course instructor:**  
 Lecture Prof. Justyna Matysiewicz, Ph.D.  
**Examiner** Prof. Justyna Matysiewicz, Ph.D.

**6. Department of course instructor:** Department of Consumption Research

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	28	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	28	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1...

Course commencement / Year 2019/20...

Course commencement / Semester W...

<b>9. Level of tertiary education:</b> Bachelor	<b>10. Course status</b> Elective
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**11. Course prerequisites**  
 Compulsory: Principles of marketing  
 Recommended:

**12. Course objectives:**  
 To make the students familiar with the specificity of knowledge and skills in international service marketing

**13. Teaching and learning methods:**

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis and group discussion	The case study method is used to illustrate related service marketing problems, students work in groups of	12	

		2-3.		
2.	Interactive lectures	Lectures are provided in an interactive way	14	
4.	Presentation	Both teachers and students use presentation method for inspiration and knowledge sharing	2	
Total			AS:28	AN:

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study assessment preparation	Students prepare 5 marketing related case studies	22	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	30	
4.	Reading source material, watching related videos and presentation preparation	Getting familiar with online videos and further reading recommended by the teachers and indicated in the compulsory textbook and preparation of presentation based on given topics	20	
Total			BS:72	BN:

Total AS+BS = ...100....

Examination (E) = ...0....

Total AS+BS+E= ...100....

Total AN+BN = .....

Examination (E) = .....

Total AN+BN+E = .....

**14. Key words: service, marketing, international markets**

**15. Course content:**

1. The concept of service marketing and process
2. Focus on the Customer on International Markets
3. Understanding Customer Requirements
4. Aligning Service Design and Standards
5. Delivering and Performing Services
6. Managing Service Promises

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB1_K05#	1. Student knows and understands relations between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of marketing standards and principles, how social institutions embedded in an international context operate.	Case study	Answers on the given problems in written
IB1_K06#	2. Has sufficient knowledge to understand the key problems of industrial and intellectual property	Case study	Answers on the given problems in written

IB1_K07#	<p>protection, understands the problems arising from the ownership rights of various stakeholders in the context of marketing activities.</p> <p>3. Student knows and understands the basic principles, conditions and forms of conducting marketing activities embedded in an international context.</p>	Test	Answers on the given problems in written
<u>Skills</u>			
IB1_S04#	1. Student is able to analyse and interpret systems of marketing norms and principles adequate for culturally and socially determined decision-making situations in international business. Is able to explain and use management concepts in the course of discussions on emerging problems of service marketing. Is able to propose and discuss solutions to management problems in international business.	Case study	Answers on the given problems in written
IB1_S06#	2. Student is able to apply the acquired theoretical knowledge in the field of service marketing and related academic disciplines and communicate them to the environment in the form of their own oral and written statements as well as during debates and discussions.	Case study	Answers on the given problems in written
IB1_S09#	3. Student is able to use knowledge about cultural diversity and its importance in the context of international marketing of services. Is able to work independently and in teams, including intercultural teams. He is prepared to perform various roles in a task team.	Case study	Answers on the given problems in written
IB1_S11#	4. Student is able to acquire knowledge from various sources and develop professional skills, design his own path of education and development	Case study	Answers on the given problems in written
<u>Social competences</u>			
IB1_C01#	1. Student is ready to critically assess the level of professional knowledge and skills in the field of international business. Is ready to develop knowledge and previously acquired skills, also with the help of experts. Able to critically evaluate and formulate constructive feedback on marketing activities in the area of services.	Case study and presentation	Answers to problem in the form of a presentation
IB1_C03#	2. Student is ready to initiate, cooperate and engage in the preparation of social projects. Is able to work for the social environment in the international dimension.	Case study	Answers to problem in the form of a report
IB1_C05#	3. Student is ready to initiate, cooperate and engage in the preparation of social projects. Is able to work for the social environment in the international dimension.	Case study	Raport

**17. Method for determining the final course grade:**

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Case study	Answers to the given, problematic questions	45%
2.	Test without access to the textbook	The theory of marketing in services	35%
3.	Report and presentation	Written analysis of given problem	20%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

Mandatory readings:

Ch. H. Lovelock, J. Wirtz: Services Marketing. Prentice Hall, 2010.

Suggested readings:

D. Gremler, M. J. Bitner, V. A. Zeithaml: Services Marketing. Wyd. McGraw-Hill/Irwin; , 2012

**19. Language of instruction: English****20. Course instructors' recommendations:**