

## **Course Description**

### **SERVICES MARKETING**

**Faculty:** Economic Faculty

**Study program:** Bachelor's in Business Administration

**Course Title:** Services Marketing

**Course Credits:** 4

**Language of Instruction:** Albanian Language

#### **Course Description:**

The service sector has a high contribution in the world and in Albanian economy as well, having an impact in employment and people wellness. The sessions we will focus on the importance of the service industry and the new perspectives of marketing in the service economy.

#### **Course Goals:**

1. Students will learn customer behavior and how it plays a role in the service environment
2. They will understand key considerations in selling and marketing services
3. Be able to analyse branding, promoting and positioning of services
4. Understand the complexities of managing demand and capacity in service organizations
5. How distribution and pricing considerations impact services
6. How to build customer loyalty and assess customer lifetime value

**Course Requirements:** An important goal of teaching is to develop the capacity for independent, analytical thinking and being able to report such thoughts. Students should participate in various class discussions, group projects, oral presentation, assignments, and a final exam.

#### **Grading:**

- Final Exam: 70 points
- Groups Project: 20 points
- Seminars: 10 points

**Course Schedule:** Course frequency

For the student is mandatory to attend 80 % of seminars and there is a maximum amount of self-reading, of lectures and additional cases given in the class. Classes are held on Monday from 4:00 pm to 6:00 pm, in class 205.