



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Marketing Services		
1.2. Study Programme	Communication Management undergraduate professional study programme		
1.3. Course Short Name	MARUS	1.7. Year of Study	Second, Third
1.4. Course Code	CM19144	1.8. Semester	Fourth, Sixth / Summer
1.5. Course Status	Elective	1.9. ECTS	4
1.6. Course Structure	CourseType	Total Hours	1.10. Class Venue and Schedule Bernays – According to published schedule
	Lectures	15	
	Exercises	15	

2. TEACHING STAFF

2.1. Lecturer in Charge	Marinko Jurčević	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Full Professor	2.8. Teaching Rad
2.4. Contact e-mail	marinko.jurcevic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Marketing Services” is to familiarize students with the specific characteristics of marketing services and their importance for the successful operation of enterprises and the service sector as a whole. The objective of the course is to understand the key elements for designing marketing strategies of service companies.
3.2. Enrolment Criteria	There are no specific enrolment requirements.
3.3. Learning Outcomes	LO1: Define goals and areas of marketing services. LO2: Recognize ethical dilemmas in the application of marketing services. LO3: Develop a concept plan of marketing in the service sector.



	LO4: Use techniques and tools in practice for marketing services reach.																					
3.4. Course Content	<ol style="list-style-type: none"> 1. Meaning of services in a market economy 2. Defining and classification of services 3. Specific characteristics of services 4. Research, identification, and selection of target markets, market segmentation services 5. Positioning services 6. Quality of service 7. Intra marketing and internal marketing 8. Design and supply management of services 																					
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper												
		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.												
3.6. Course Language	Croatian Language																					
3.7. Student Obligations	Regular class attendance and participation in discussions in class. Participation in exercises and project presentation. Exams based on obligatory literature.																					
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)		Project												
		Activities in Class		Oral Exam		Research		Essay	1	Misc.												
3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td>5</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td>40</td> </tr> <tr> <td>3. Preliminary Exam 2</td> <td>40</td> </tr> <tr> <td>4. Exercises</td> <td>15</td> </tr> <tr> <td>Total Points (lectures + final exam)</td> <td>100</td> </tr> </tbody> </table>										Grade Type	Points	1. Class Attendance	5	2. Preliminary Exam 1	40	3. Preliminary Exam 2	40	4. Exercises	15	Total Points (lectures + final exam)	100
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3.10. Obligatory Literature	1. Ozretić-Došen, Đ. (2002). <i>Osnove marketinga usluga</i> , Zagreb: Mikrorad																					
3.11. Supplementary Literature	<ol style="list-style-type: none"> 1. Meler, M. (1992). <i>Društveni marketing</i>. Osijek: Ekonomski fakultet. 2. Kotler, P., K.L.Keller, Martinović, M. (2014). <i>Upravljanje marketingom</i>. Zagreb: Mate. 																					
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires																					