

# SERVICES MARKETING

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## REQUIREMENTS AND CONDITIONS

- **Semestral project.** It is necessary to create teams and set the objects of this project within the first two blocks. Uploading to IS. Max of 35 points possible to receive for this activity.
- **Final test.** Max of 35 points possible to receive for this activity.

## INSTRUCTIONS OF SEMESTRAL PROJECT

- Create the teams (2 students) or you can work individually.
- Choose **two companies** that can be understood as direct competitors. Each team will work with different companies.
- Choose **4 of 7 tools of the marketing mix** of services. In MS Word describe and compare these tools between the chosen companies according to data and also your own opinion. Try to find interesting information etc.
- Content of the semestral project:
  - Introduction – general information about the companies.
  - Description and comparison 4 of 7 tools of marketing mix of these two companies. At least one should be from extended marketing mix for services.
  - Conclusion – final evaluation of the companies and their settings.
- Finally, upload your semestral project to IS. Deadline is 21.5.2023.

## EVALUATION OF THE ACTIVITIES

ACTIVITIES	POINTS
Semestral Project	35
Final Test	35
<b>TOTAL</b>	<b>70</b>
+ 5 extra points from activities during lessons	

- **A minimum of 42 points is needed to pass the subject.**

## LITERATURE

- URBÁNEK, J., 2014. *Marketing of Services in Theory and Practice*. Karvina: SBA. ISBN 978-80-7248-982-4.
- GRÖNROOS, C., 2015. *Service management and marketing: managing the service profit logic*. 4<sup>th</sup> ed. West Sussex: John Wiley & Sons Ltd. ISBN 978-1-118-92144-9.
- HOFFMAN, K. D. and J. E. G. BATESON, 2010. *Services Marketing: Concepts, Strategies, and Cases*. 4<sup>th</sup> ed. Mason: Cengage Learning. ISBN 9781439039397.
- LOVELOCK, C. and J. WIRTZ, 2014. *Services Marketing: People, Technology, Strategy*. 7<sup>th</sup> ed. Upper Saddle River: Pearson Education. ISBN 978-0-13-610721-7.