**Service management and marketing (with module of service design)**

## Prof. Roberta Sebastiani; Prof. Francesca Montagnini

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to analyse the key issues related to the development of relational dynamics, deriving from the growing process of servitisation of markets. Starting from the most relevant areas of specificity linked to management of services, the course explores the implications of said dimensions with respect to management of internal processes and interaction with stakeholders, in particular with the users of the services themselves. The fundamental stages of the customer journey determining the overall customer experience and the implications in terms of managing the levers of the marketing mix with reference to service realities.

At the end of the course students will be able to:

1. Understand the specificity of service management in an organisational context;
2. Consider these specificities within different sector contexts;
3. Understand the centrality of customer expectations and perceptions and customer relationship management within the context of services;
4. Identify the opportunities and challenges associated with innovation within the services environment;
5. Manage customer experiences and customer journeys within the context of services;
6. Define KPIs in order to measure and manage customer satisfaction;
7. Design the service experience in detail.

***COURSE CONTENT***

– Service management characteristics and specificities;

* Customer centricity and the Gap model;
* The customer experience within services and its determinants: expectations and perceptions at the different stages of the customer journey;
* Service innovation and responses to change: the physical dimensions and the virtual dimension;
* Quality of services, customer satisfaction and customer loyalty;
* The relevance of serviscape to providing a service;
* Relationship management within services: the role of people
* Service design in the development of a new service;
* Blueprinting.

***READING LIST***

During the course papers and extracts, together with slides, will be uploaded onto the Blackboard platform and will be part of the study material for the examination.

***TEACHING METHOD***

The course is organised into two parts: the first part explores the principle topics of the subject by means of frontal lectures, analysis of company cases, exercises in the classroom and accounts from people from the sector. In the core module, focused on service design issues, the logic and tools of the service design process will be explored in detail and then applied to a real project. Part of the details of this project will be provided during the first lectures of the module and also when the specific tasks are assigned.

***ASSESSMENT METHOD AND CRITERIA***

The final mark is the weighted average of the two marks (30/30) obtained by students in the basic module and the service design module. Specifically, the mark obtained in the basic module is individual and accounts for 70% of the final mark while the mark obtained in the service design module is a group mark and accounts for 30%.

Assessment of the basic module consists of a written examination. It is composed of open-ended and closed questions. The open-ended questions assess students’ ability to perform complex reasoning regrading course topics as well as their ability to apply concepts and interpretation and management models to real cases. The specific questions asess students’ level of in-depth study and acquisition of main concepts.

Assessment of the service design module consists of the creation and discussion of project work. The mark awarded for this examination will be valid for the entire academic year.

Honours will be awarded at the discretion of the lecturers.

Further information will be posted on Blackboard and communicated in the classroom when the course starts.

***NOTES AND PREREQUISITES***

Successful completion of the marketing exam or exams with similar content in the Bachelor’s or Master’s degree is a prerequisite for admission to the course.

COVID-19

Should the Covid-19 health emergency prevent in-person teaching and/or assessment, ongoing or final, remote alternatives will be put in place via the university Blackboard platform, Microsoft Teams and any other means, details of which will be provided at the beginning of the course, so as to ensure learning objectives set out in the study plans are met whilst safeguarding students’ health.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.