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

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***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***

V. Zeithaml, M. Bitner, D. Gremler, M. Mende (2023*), Services Marketing: Integrating customer focus across the firm*, **VIII ed**., Mc-Graw-Hill.

The textbook will be integrated with articles and papers that, together with the slides, will be made available on Blackboard during the course and considered as an integral part of the study material for the exam.

The students who do not opt for the project work will have to study the whole textbook and the additional teaching material mentioned above.

The students who opt for the project work will have to study a selection of chapters from the textbook and some additional teaching material that will be specified during classes.

***TEACHING METHOD***

The course is organised into two parts: the first part, basic module, 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***

Students will have the possibility to choose between two alternative options for the exam:

- *Assessment without project work*: The assessment will consist of a written exam, composed of 6 closed and/or open-ended questions based on the content of the textbook specified in the reading list and the additional teaching material available on Blackboard. 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.

The highest mark 30 cum laude (with honours) will be assigned at professors’ discretion.

- *Assessment with project work*:In this case, the final mark will result from the weighted average between the two marks (in 30/30) obtained by students respectively in the written exam and the project work. In particular, the mark obtained in the written test – consisting in 3 closed and/or open-ended questions based on selected contents of the textbook specified in the reading list and the additional teaching material available on Blackboard – is individual and determines 65% of the final mark; the mark obtained in the project work – that will be developed during the Service Design module – is collective and determines 35% of the final mark.

The open-ended questions of the written exam aim to assess the students’ ability to carry out complex reflections on the course content, and apply the concepts and the interpretation and management models to real-life cases. The specific questions aim to assess the level of detail of the study and the acquisition of the main concepts.

The group project work, that will be developed during the Service Design module, aims to offer students the opportunity for a practical application of the concepts studied in class. The project must be completed and submitted no later than the end of the lectures of the workshop, according to the deadlines that will be specified in class during the first lectures.

Given the strict correlation between the contents of the basic module and the workshop, students are strongly invited to take the written exam no later than the last official exam date in February.

The highest mark 30 cum laude (with honours) will be assigned at professors’ discretion.

***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.

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.