

**SYLLABUS**  
**Academic year 2024-2025**  
**Year of Study II / Semester II**

**1. Information on academic program**

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

**2. Information of Course Matter**

2.1. Course		Services Marketing		2.2. Code	BA228		
2.3. Course Leader		Prof. PhD.Pastiu Carmen Adina					
2.4. Seminar Tutor		Assist. PhD. Ciolomic Ioana Andreea					
2.5. Academic Year	II	2.6. Semester	II	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

**3. Course Structure (Weekly number of hours)**

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time					hours
a. Individual study of readers					25
b. Documentation (library)					6
c. Home assignments, Essays, Portfolios					25
d. Tutorials					-
e. Assessment (examinations)					2
f. Other academic activities (study visits, mentoring, projects )					-

3.7 Total number of hours for individual study (a+b+c)	56
3.8 Total number of hours for academic activities (d+e+f+3.4)	44
3.9 Total number of hours per semester (3.7+3.8)	100
3.10 Number of ECTS	4

**4. Prerequisites (where applicable)**

4.1. curriculum-based	N/A
4.2. competence-based	N/A

**5. Requisites (where applicable)**

5.1. course-related	Classroom endowed with video projector/board
5.2. seminar/laboratory-based	Classroom endowed with video projector/board

## 6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	C1. Knowledge, and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate use in professional communication; C2. Use of computer tools and applications in marketing activities C3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance C5. Drawing up professional projects with methods and principles acknowledged in the field
Transversal competences	-

## 7. Course objectives (as per the program specific competences grid)

7.1 General objectives of the course	The study of the discipline will provide students with the knowledge and skills in the field of marketing that will help them to make viable decisions in different situations, regarding the marketing mix.
7.2 Specific objectives of the course	Knowledge of the content and characteristics of services marketing Understanding the multiple aspects that arise from the set of processes that give the profile of the virtual store; Knowledge and understanding of different forms of services marketing; Knowledge of the aspects related to the main operations specific to services marketing

## 8. Course contents

8.1 Course	Teaching methods	Remarks
<b>Course 1 - Chapter 1. Introduction to the services marketing</b> 1.1. Content of services marketing 1.2. Characteristics of the services marketing	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 2 - Chapter 2. Marketing environment of the companies</b> 2.1. Peculiarities of the concept of marketing in the field of services 2.2. External environment of the services providing companies	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 3 - Chapter 2. Marketing environment of the companies</b> 2.3. Internal environment of the services providing companies 2.4. The relations between the services providers companies with the external environment	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 4 - Chapter 3. Service marketing – peculiarities</b> 3.1. Specialisation of the services marketing 3.2. Tourism marketing 3.3. Financial and banking marketing 3.4. Marketing in the field of transport	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 5 - Chapter 4. Quality peculiarities in the field of services (Part I)</b> 4.1. Differences in concepts between service quality and material goods 4.2. Quality of services – defining elements 4.3. Service quality assessment	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 6 - Chapter 4. Quality peculiarities in the field of services (Part II)</b> 4.1. Differences in concepts between service quality and material goods 4.2. Quality of services – defining elements 4.3. Service quality assessment	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 7 - Chapter 5. Service provider's market</b> 5.1 Essential component of the external environment 5.2. Management – strategic marketing in the field of services 5.3. Strategic marketing in the field of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>

<b>Course 8 - Chapter 6. Marketing policies in the field of services</b> 6.1. Marketing strategies in the field of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 9 - Chapter 7. Product policy (Part I)</b> 7.1. Concept of global service 7.2. New services – limits and possibilities 7.3. Product strategies 7.4. Peculiarities of product policy for various types of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 10 - Chapter 7. Product policy (Part II)</b> 7.1. Concept of global service 7.2. New services – limits and possibilities 7.3. Product strategies 7.4. Peculiarities of product policy for various types of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 11 - Chapter 8. Distribution policy</b> 8.1. Consumer role in service distribution 8.2. Service distribution through mediators and electronic communication channels 8.3. Distribution strategies 8.4. Peculiarities of distribution for various types of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 12 - Chapter 9. Price policy</b> 9.1. Price of services 9.2. Price Strategies 9.3. Peculiarities of price strategies for various types of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 13 - Chapter 10. Communication policy</b> 10.1. Content of the communication activity 10.2. Communication messages 10.3. Promotional means employed in the field of services 10.4. Peculiarities of promotion within various types of services	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Course 14 - Recap</b>	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<b>Bibliography</b>		
<ol style="list-style-type: none"> <li>1. Baker M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003</li> <li>2. LINDSTROM, Martin BRANDWASHED. TRICKS COMPANIES USE TO MANIPULATE OUR MINDS AND PERSUADE US TO BUY, KOGAN PAGE London 2012</li> <li>3. Lovelock C., Marketing des services, Pearson Education, Paris, 2004</li> <li>4. Lovelock, Christofer`Wirtz, Jochen Services Marketing : People, Technology, Strategy Pearson Education Limited Harlow 2011</li> <li>5. Goworek, Helen`McGOLDRICK, Peter RETAIL MARKETING MANAGEMENT : PRINCIPLES AND PRACTICE, PEARSON EDUCATION LIMITED Harlow 2015</li> <li>6. McCarthy, J., E.; Shapiro, S., J.; Perreault, W., D, Essentials of Marketing, Homewood USA: IRWIN, 1988</li> <li>7. Myers, J., H, Marketing , McGRAW-HILL BOOK COMPANY, 1986</li> <li>8. Pastiu C. Marketing Seria Didactica 2015</li> <li>9. Pride, W., M.; Ferrell, O.C, Marketing , BOSTON: HOUGHTON MIFFLIN COMPANY, 1991</li> <li>10. Stone, M., A.; Desmond, J., McCall, J.B., Fundamentals of Marketing, LONDON: ROUTLEDGE, 2007</li> </ol>		
<b>8.2 Seminar</b>	<b>Teaching methods</b>	<b>Remarks</b>
<b>1.</b> Differences between services and material goods; characteristics of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
<b>2.</b> Application: External environment analysis for a service provider Internal environment analysis for a service provider	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
<b>3.</b> Tourism marketing; Financial and banking marketing; Marketing in transport – applications; Service provider market – case study	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
<b>4.</b> Marketing strategies in the field of services Peculiarities of the product policy depending on various types of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>

Case study – a new hotel in Alba Iulia		
5. Marketing strategies in the field of services Peculiarities of the product policy depending on various types of services Case study – a new hotel in Alba Iulia	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
6. Case study: distribution channels for various types of services Price strategies Peculiarities of the price strategies for various types of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
7. Case study: modes of communication and promotion in the field of services	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
<b>Bibliography</b>		
<ol style="list-style-type: none"> <li>1. Baker M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003</li> <li>2. Lovelock C., Marketing des services, Pearson Education, Paris, 2004</li> <li>3. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, Essentials Of Marketing, Homewood USA:IRWIN,1988</li> <li>4. Myers, J., H, Marketing , McGRAW-HILL BOOK COMPANY,1986</li> <li>5. Pastiu C. Marketing Seria Didactica 2015</li> <li>6. Pride, W., M.; Ferrell, O.C, Marketing , BOSTON:HOUGHTON MIFFLIN COMPANY,1991</li> <li>7. Stone, M.,A.;Desmond, J., McCall, J.B.,Fundamentals of Marketing, LONDON:ROUTLEDGE,2007</li> </ol>		

**9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic program**

*According to market requirements, the course provides the students with skills and possibilities needed in order to make comparisons between products and services, to analyse and interpret processes and phenomena imposed by the market peculiarities for service marketing, to analyse the elemements of marketing mix within services*

**10. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Final assessment	<i>Written exam</i>	<b>60%</b>
10.5 Seminar/laboratory	Verification during the semester	<i>Project</i> <i>1. Realization of a project</i> <i>2. Involvement in seminar activities</i>	<b>35%</b> <b>5%</b>
<p>10.6 Minimum performance standard:</p> <ul style="list-style-type: none"> <li>- obtaining minimum grade 5 (five)</li> <li>- attendance at least 80% of all seminars</li> <li>- minimum 60% attendance at the courses</li> <li>- realization of the semester project according to the requirements</li> </ul> <ol style="list-style-type: none"> <li>1. Knowledge, understanding of the basic concepts, theories and methods of marketing services and the area of specialization; their proper use in professional marketing communication</li> <li>2. Use of basic knowledge for explaining and interpreting concepts, situations, processes, associated with the field of services marketing</li> </ol>			

Fill in date:  
12.09.2024

Course leader signature,  
Prof. PhD Pastiu Carmen Adina

Seminar tutor signature  
Assist.PhD. Ciolomic Ioana Andreea

Approval date in department  
16.09.2024

Department director's signature,  
Assoc. Prof. PhD. Maican Silvia