

# Syllabus

for course at advanced level

**Service Marketing**  
**Tjänstemarknadsföring**

**7.5 Higher Education**  
**Credits**  
**7.5 ECTS credits**

|                          |   |
|--------------------------|---|
| <b>Course code:</b>      | FE5344  |
| <b>Valid from:</b>       | Autumn 2014   |
| <b>Date of approval:</b> | 2014-06-10  |
| <b>Department</b>        | Stockholm Business School   |
| <b>Main field:</b>       | Företagsekonomi   |
| <b>Specialisation:</b>   | A1N - Second cycle, has only first-cycle course/s as entry requirements |

## Decision

The syllabus was decided on by the educational committee of the Stockholm Business School, Stockholm University, 2014-06-10.

## Prerequisites and special admittance requirements

Degree of Bachelor worth at least 180 credits, or admission to Business Studies IV, Extended Course or Business Studies IV, Magister's Course, Master's programme, or equivalent.

## Course structure

| Examination code | Name              | Higher Education Credits |
|------------------|-------------------|--------------------------|
| 5328             | Service Marketing | 7.5                      |

## Course content

This course provides an increased understanding of contemporary markets and the service society by focusing on everyday service interactions between providers and consumers. The course combines an organizational perspective with a consumer perspective and students are expected to analyze and critically assess the interactions and outcomes in the service company-consumer interface.

Topics discussed in the course is how value is co-created but also how company-consumer interactions may lead to increased resistance and control over consumers market activities. The students are also encouraged to reflect upon their role as consumers and co-creators of value in the marketplace.

Examples of themes included in the course:

The implication of value co-creation concepts

Definitions of value and how value is co-created in the market

The consumer as a co-creator of value and issues of consumer work

Implications of service discourse such as consumer resistance

## Learning outcomes

Intended Learning Outcomes

The overall aim of the course is to advance students' knowledge of service interactions in contemporary market, by using relevant service theories and models but also by analysing the interactions as well as the outcomes in the service company-consumer interface.

Upon completion of the course, students should be able to:

#### Knowledge and understanding

1. Describe and compare theories and central concepts on service interactions and how consumers and companies are co-creating value in the market

#### Skills and abilities

2. Apply different theoretical approaches for understanding company-consumer interactions, and combining an organizational perspective with a consumer perspective.
3. Conceptualize, argue and persuading your position orally and in writing

#### Judgement and approach

4. Recognize different theoretical understandings of how companies, consumers but also other actors are co-creating value in the market
5. Critically reflect upon the consequences of companies and consumers interactions from a societal perspective.

#### Education

The course consists of a combination of lectures, seminars, peer work and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload (model: 40 hours per week equivalent to 1,5 ECTS) is allocated as follows:

Teacher-led lectures: 12 hours

Teacher-led seminars: 14 hours

Group work: 25 hours

Peer work: 6 hours

Self-studies: 93 hours

Individual assignment: 50 hours

Total workload: 200 hours equivalent to 7,5 ECTS.

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

#### Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

#### Assessment tasks

The course contains the following weighted assessment tasks

1. Group work assesses intended learning outcomes 1–5 constitutes 30% of total course points.

2. Individual essay: assesses intended learning outcomes 1–5; constitutes 50% of total course points.
3. Peer work: assesses intended learning outcomes 1–4 constitutes 10% of total course points.
4. First lecture, possible guest lecture and seminar attendance, preparation for seminars and presentation: assesses intended learning outcomes 1–4; constitutes 10 % of total course points.

## Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires  $\geq 50$  course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment tasks 1–3 are assessed on a 100-point scale.

Assessment 4 is assessed on a 100-point scale according to the following:

- attendance on all occasions equals 100 points;
- absence from one occasion equals 75 points;
- absence from two occasions equals 50 points;
- absence from two or more occasions equals 0 points.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The assessment tasks are offered once during the course. The individual assignment is a thesis and will not be examined if not handled in according to the specified deadline.

A passing grade (A–E) in the course is obtained when a student has achieved  $\geq 50$  course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved  $\geq 50$  course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.
- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

## Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

### A (Excellent)

The student demonstrates ability to evaluate and relate the various theoretical approaches presented in the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

### B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

### C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

### D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

### E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

### Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

### F (Fail)

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

**Interim**

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

**Limitations**

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

**Required reading**

Required Reading

- A selection of academic articles (updated each semester, see the study guide).

Recommended Reading

- Selected articles (updated each semester, see the study guide).