

## **SYLLABUS**

<b>TITLE:</b>	Marketing and Exportation of Services
<b>CODE:</b>	GME 410
<b>PREREQUISITE:</b>	GME 202
<b>CREDITS:</b>	3 credits   45 contact hours   1 term

### **DESCRIPTION**

Study of the application of marketing concepts to the service sector. The organizational structure that offers services as part of the structure is analyzed and the services and particular characteristics of that industry are analyzed. It focuses on consumer services, developing a service platform for the local company as well as for export services.

### **JUSTIFICATION**

The exchange of services is an essential activity in any society. Both in Puerto Rico and globally, the service area represents one of the most important lines of economic, social, and human activity. Today, consumers pay special attention to how they are treated and what types of services are provided in conjunction with the products and services offered by the company. Today, the concept of service makes a fundamental difference in the business and commercial environment. In most cases, the type and quality of service offered determine the purchase decision and loyalty to the company and brand. It is essential for the Marketing student to know the peculiarities of the marketing of services in each industry, both local and international, and the importance that these have in the marketing activity.

### **COMPETENCES**

The course develops the following competences in students:

- **Research and exploration**
- **Ethical sense and social justice**

## **OBJECTIVES**

After completion of the course, students will be able to:

1. Define the basic concepts related to the service sector.
2. Apply the variables of the marketing mix within the service area of a company and an industry.
3. Formulate and implement effective marketing strategies applicable to organizations that provide services as part of their offerings.
4. Know and analyze the general characteristics of the different sectors that make up the industries and how the service changes according to the market segment and the type of product.
5. Recognize the importance of quality of external customer service; as well as the role and contribution of the internal customer providing the service.
6. Integrate the professional ethics component within each facet of service delivery.
7. Develop a service platform for a company tuned to the needs and demands of the market.

## **CONTENTS**

- I. Introduction
  - A. Definition of the concept of service in different industries and categories of companies
    1. Characteristics
    2. Classification
  - B. Service categories
    1. Environmental
      - a. Socio-cultural
      - b. Economic
      - c. Technological
      - d. Competitive
      - e. Legal
      - f. Supplier-customer relationship
      - g. Customer service
- II. Operational Factors
  - A. Quality
  - B. Sequence
  - C. Operation

D. Human resources

E. Facilities

**III. Marketing Strategies Applicable to Services**

A. Product

1. Product line within the service area
2. Diversification
3. Differentiation
4. Benefits (product value)

B. Price

1. Methods for setting prices according to the type of service and market
2. Pricing policies
3. Price regulations

C. Promotion

1. Function of promotion in the service area
2. Applicable promotion strategies
3. Positioning

D. Distribution

1. Physical facilities
2. Localization
3. Company and market size

**IV. Strategic Planning**

- A. Investigation by an outside company
- B. Development of the concept
- C. Segmentation
- D. Operational performance
- E. Internal customer vs. External customer
- F. Development of a service platform
- G. Control

**V. Special Topics**

- A. Health services marketing
- B. Marketing of banking/financial services
- C. Marketing of tourism services

- D. Marketing of professional services
  - E. Marketing of sports services
  - F. Special customer service quality
- VI. Social Responsibility
- A. Role of the private and public sectors
  - B. Micro and small business development

## METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Conferences
- Educational talks by industry professionals
- Flipped classroom
- Gallery walk
- Case studies
  - Analysis and evaluation of service marketing strategies employed by different companies
- Service platform design
- Visits to companies in the study area to analyze and develop strategies and plans
- Teamwork

## EVALUATION

Immersion experience	20%
Partial assignments	20%
Compositions	25%
Participation	10%
Oral presentations	25%
<b>Total</b>	<b>100%</b>

## LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

## BIBLIOGRAPHY

### TEXTBOOK

Wirtz, J., Lovelock, C. (2016). *Services Marketing: People, Technology, Strategy* (8<sup>th</sup> ed.)  
World Scientific. <https://doi.org/10.1142/y0001>

### REFERENCES

Cravens, D. (2012). *Strategic Marketing Management Cases* (7<sup>th</sup> ed.). McGraw-Hill, Inc.

Davis, M., Heineke, J. (2013). *Managing Services: Using Technology to Create Value*.  
McGraw-Hill, Inc.

DeLong, T., Nanda, A (2014). *Managing Professional Services*. Harvard Business  
School, McGraw-Hill, Inc.

Fitzsimmons, J., Fitzsimmons, M. (2014). *Service Management* (8<sup>th</sup> ed.). McGraw-Hill,  
Inc.

Freeland, J. (2013). *The Ultimate Customer Relation Management (CRM) Handbook:  
Strategies and Concepts for Building Enduring Customer Loyalty and Profitability*.  
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Kotler, P., Bloom, P., & Hayes, T. (2012). *El Marketing de Servicios Profesionales*.  
Prentice Hall Press.

Palmer, A. (2011). *Principles of Services Marketing* (13<sup>th</sup> ed.). McGraw-Hill, Inc.

Pope & Turoc. (2011). *Sport and Event*. McGraw-Hill, Inc.

Zeithaml, V. (2016). *Services Marketing* (8<sup>th</sup> ed.). McGraw-Hill, Inc.

For more information resources related to the course's topics, access the library's  
webpage <http://biblioteca.sagrado.edu/>

## **REASONABLE ACCOMMODATION**

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

## **ACADEMIC INTEGRITY**

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and / or repetition of the assignment in the seminar, a grade of F (\*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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