

Marketing of Services and Intangibles

Code: 102137
ECTS Credits: 6

2024/2025

| Degree | Type | Year |
|---------------------------------|------|------|
| 2500002 Accounting and Finances | OT | 4 |

Contact

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Teachers

Rossano Eusebio

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

It is recommended that students have completed the subject "Marketing" before pursuing Marketing of services and intangibles because they have already acquired some basic knowledge that will make it easier to overcome the objectives of this subject.

There is, however, no prerequisite.

Objectives and Contextualisation

The objectives of Marketing Services and Intangibles are to familiarize the student with the marketing practice more directly related to their training; the constancy and finances are intangible services, both internal (accounting department, financial department, asset management) and external (audit, banking, outsourcing of accounting, management).

The subject deepens in the knowledge and practice of the marketing of services, the consumers of services, the mix of marketing in the service companies and the planning and control of the marketing of services.

It is also the objectives of this subject to make the student capable of identifying and solving the marketing needs of services and intangibles that a company may have to face.

Competences

- Actively and passively managing the several identified financial risks affecting companies as well as the (longevity and others) financial and biometric risks affecting people and their families.
- Analysing, summarising and assessing information.
- Behaving in an ethical and professional way while carrying out the accounting or financial advisory services entrusted.
- Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.
- Demonstrating a comprehension of the main marketing concepts in order to analyse and diagnose characteristic situations of the commercial purpose of organization.
- Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
- Managing the available time.
- Students must be able to adapt to changing environments.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Analysing, summarising and assessing information.
2. Arguing about the importance of strategic marketing as a source of competitive advantages for the organisation.
3. Carrying out an external and internal analysis and determining a diagnostic of the commercial situation of a company.
4. Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.
5. Deciding the different elements that shape a marketing plan and drawing up a marketing plan.
6. Describing the asset and liability products of the financial institutions, the inherent risks to these products and the way of commercialising them.
7. Describing the importance of adopting the concept of marketing in a company in order to obtain a market-oriented organisation.
8. Describing the products offered by insurance companies and the way they realize investments in order to guarantee its static and dynamic solvency. Knowing how these products are commercialised.
9. Interrelating the business decisions with the rest of functional decisions of a company.
10. Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
11. Managing the available time.
12. Naming the characteristics of the different instruments of the marketing mix.
13. Naming the marketing specificities of intangible versus tangible goods.
14. Neutralising the main risks taken by financial intermediaries and the ways of actively or passively managing them.
15. Students must be able to adapt to changing environments.
16. Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
17. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
18. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Content

The proposed program is as follows:

- 1.- Marketing in companies

- 2.- Services, service companies and consumers
- 3.- Marketing mix of service companies
- 4.- Planning and control of marketing in service companies

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|---|-------|------|---|
| Type: Directed | | | |
| Theory and practice classes | 37 | 1.48 | 1, 2, 12, 13, 5, 6, 8, 7, 9, 14, 18, 16, 17, 3, 15, 4 |
| resolution of case studies and marketing plan | 12.5 | 0.5 | 1, 2, 12, 13, 5, 6, 8, 7, 11, 10, 9, 14, 18, 16, 17, 3, 15, 4 |
| Type: Supervised | | | |
| Tutorials | 6 | 0.24 | 2, 12, 13, 5, 6, 8, 7, 9, 14, 18, 16, 17, 3, 4 |
| Type: Autonomous | | | |
| Study in house | 50 | 2 | 2, 12, 13, 5, 6, 8, 7, 9, 14, 18, 16, 17, 3 |
| Work on case studies & classes assessment | 15.5 | 0.62 | 1, 2, 12, 13, 5, 6, 8, 7, 11, 10, 9, 14, 16, 17, 3, 15, 4 |
| Work on final project | 23 | 0.92 | 1, 2, 12, 13, 5, 6, 8, 7, 11, 10, 9, 14, 18, 16, 17, 3, 15, 4 |

The subject will use a combination of teaching methods to promote student learning.

- 1) Lectures: in these sessions the lecturers cover the basic concepts and notions of the subject.
- 2) Work sessions centred on case studies: the methodology of the case in question will be used to gain a better understanding of the concepts and models covered in the lectures. Student will receive a case on which they must compile a report to be discussed in class.
- 3) Practical activities and exercises: student must work individually or in small groups to solve practical questions and exercises. Some of these activities will take place in the classroom and others will not.
- 4) Complementary activities: reading press articles, reviewing books that contribute to illustrating and clarifying relevant aspects of the subject content.
- 5) Tutorials: students have access to lecturers in the subject at certain times which may help to clear up any doubts that they may have about the subject or the specific questions they are dealing with.

"The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses".

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|---|
| Case study presentations, discussion of actual notice and classes assessment | 25% | 2 | 0.08 | 1, 2, 12, 13, 5, 6, 8, 7, 11, 10, 9, 14, 18, 16, 17, 3, 15, 4 |
| Final exam | 50% | 2 | 0.08 | 1, 2, 12, 13, 5, 6, 8, 7, 11, 10, 9, 14, 18, 16, 17, 3, 15, 4 |
| Presentation of projects | 25% | 2 | 0.08 | 1, 2, 12, 13, 5, 8, 7, 11, 10, 9, 14, 18, 16, 17, 3, 15, 4 |

The subject will be assessed according to the following criteria:

1) Project (25%): This is a project carried out in groups of 3-4 students to be handed in at the end of the course.

2) Resolving case studies (10%): Solving problems in practical case studies.

3) Participation in class, discussion of news or other directed activities (15%): this section evaluates the active participation of students by solving issues, discussing news and providing current information on business issues

4) Written exam (50%)

to pass this course/subject students must achieve a minimum grade of 4/10 in every part of the final exam (criteria 4)

Students will not be evaluated in case they do not present the final work and the practical cases or do not submit to the final exam

COMPREHENSIVE EVALUATION

"This subject/module does not offer the option for comprehensive evaluation."

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB). Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

All students are required to perform evaluable tasks. In the event that the student obtains a final examination evaluation of a minimum of 4/10, he/she may add up the grades of the continuous evaluation. If the student's course note is 5 or higher, the subject is considered passed and the subject cannot be re-evaluated. In the case of a grade less than 5, the student may take the recovery test. In the event that the student does not obtain a minimum grade of 4/10 in the final exam, the grade of the continuous evaluation will not be added and will have to repeat the subject.

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable"

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3,5 and 4.9 considering the minimum grade of the final exam of 4/10

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0".* Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).

"The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses."

Bibliography

The subject will follow the structure of the recommended books:

Basic bibliography (last edition available):

Lovelock C. : El Marketing de Servicios. Ed. Addison-Wesley (2015)

Vilaseca Morales D. : Innovación y Marketing de Servicios en la Era Digital. Ed. ESIC (2014)

Fernández P. : La Gestión del Marketing de Servicios. Ed. Granica (2019)

Further reading:

Lovelock, C., Wirtz, J : Marketing de servicios. Ed Pearson (2009)

V. Zeithaml, M. Bitner, D. Gremler: Services marketing : integrating customer focus across the firm, Mcgraw Hill (2018)

Grande Esteban, I. : Marketing de los servicios. Ed. ESIC (2005)

Software

Teaching and working activities do not need any particular informatic program. With a laptop or a tablet with office package you can carry out the search activities for the information necessary for the practices.

Language list

| Name | Group | Language | Semester | Turn |
|----------------------------|-------|----------|----------------|---------------|
| (PAUL) Classroom practices | 101 | Catalan | first semester | morning-mixed |
| (TE) Theory | 10 | Catalan | first semester | morning-mixed |

PROVISIONAL