

Degree programme	Type	Course
Accounting and Finances	OP	4

Contact lecturer

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Teaching staff

Rossano Eusebio

Group languages

You can consult this information at the [end](#) of the 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

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.

Learning outcomes

- CM35 (Analyse a personal situation from the finance and accounting sphere, identifying points for improvement.) Analyse a personal situation from the finance and accounting sphere, identifying points for improvement.
- KM26 (Relate the strong and weak points of the different organisational methods.) Relate the strong and weak points of the different organisational methods.

- SM29 (Defend the importance of strategic marketing as a source of competitive advantages for the organisation.) Defend the importance of strategic marketing as a source of competitive advantages for the organisation.
- SM30 (Name the characteristics of the different tools from the marketing mix.) Name the characteristics of the different tools from the marketing mix.
- SM31 (Diagnose the company's commercial situation.) Diagnose the company's commercial situation.
- SM32 (Write a marketing plan following the phases, and with all the elements.) Write a marketing plan following the phases, and with all the elements.
- SM33 (Interrelate commercial decisions with the rest of the functional decisions of a company.) Interrelate commercial decisions with the rest of the functional decisions of a company.
- SM34 (Name the specificities of the marketing of intangible versus tangible products.) Name the specificities of the marketing of intangible versus tangible products.

Contents

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Work on final project	23	0.92	CM35, KM26, SM29, SM30, SM31, SM32, SM33, SM34
Study in house	50	2	KM26, SM29, SM31
Work on case studies & classes assessment	15.5	0.62	CM35, KM26, SM30, SM31, SM33, SM34
resolution of case studies and marketing plan	12.5	0.5	
Theory and practice classes	37	1.48	CM35, KM26, SM29, SM30, SM31, SM32, SM33, SM34
Tutorials	6	0.24	KM26, SM31, SM34

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.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Final exam	50%	2	0.08	SM30, SM33, SM34
Case study presentations, discussion of actual notice and classes assessment	25%	2	0.08	CM35, KM26, SM31, SM33
Presentation of projects	25%	2	0.08	CM35, KM26, SM29, SM30, SM31, SM32, SM33, SM34

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

Artificial intelligence

Restricted use: Assessment activities seek students' strategic reasoning. For these reasons, the use of artificial intelligence is prohibited. The use of these information technologies is limited to information searches, but under no circumstances for the answers and reasoning required in their development.

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 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 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 4.8 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 completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	10	Catalan	first semester	morning-mixed
(PAUL) Classroom practices	101	Catalan	first semester	morning-mixed