



APPLIES TO ACADEMIC YEAR 2003/2004

## EMS 2328 Service Marketing

### Program

N/A

### Responsible for the course

Tor Grenness

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

12

### Objective

The course aims to give students in-depth knowledge of central aspects of service marketing that are relevant for real estate studies. The course includes the subject areas information-related and consumer behavior, sales and sales management, marketing research as well as service management. Lectures, student guidance and assignments shall as far as possible incorporate the particular characteristics of the real estate business.

### Prerequisites

The Foundation Program in Business Administration or equivalent.

### Compulsory literature

Thjømøe, Hans Mathias og Erik L. Olsson. 2001. *Forbrukeradferd* . 7. utg. Oslo: Universitetsforlaget.

Gummesson, Evert. 2002. *Relasjonsmarkedsføring* . 2. utg. Oslo: Kolle Forlag

Andreassen, Tor Wallin. 2003. *Serviceledelse: Markedsføring av tjenester: service som konkurransefortrinn* . 4. utg. Oslo: Ad Notam Gyldendal.

Berg, Petter A. 2000. *Kunsten å selge* . 2.utg. Oslo : Cappelen akademisk forlag.

### Recommended literature

None

### Course outline

The course is based on 72 teaching hours organized in the following sections:

1. Information-related and consumer behavior
2. Relationship Marketing
3. Management and marketing of services
4. Sales and sales management

### Computer-based tools

Computer-based tools will not be used in this course

### Course structure

The course is taught over one semester based on 72 hours of teaching. In addition the students have to solve a case which is integrated in each of the four sections.

### Evaluation

A five hour individual written examination concludes the course.

### Evaluation code(s)

EMS 23281 – the individual exam accounts for 100% of the grade in EMS 2328, 12 ECTS credits

**Aids at the examination**

None.

**Makeup exam**

A re-sit is held at the end of the next course.

**Term**

According to study plan

**Innledning****Objective**

The course aims to give students in-depth knowledge of central aspects of service marketing that are relevant for real estate studies. The course includes the subject areas information-related and consumer behavior, sales and sales management, marketing research as well as service management. Lectures, student guidance and assignments shall as far as possible incorporate the particular characteristics of the real estate business.

**Prerequisites**

The Foundation Program in Business Administration or equivalent.

**Compulsory literature**

Thjømøe, Hans Mathias og Erik L. Olsson. 2001. *Forbrukeradferd* . 7. utg. Oslo: Universitetsforlaget.

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Berg, Petter A. 2000. *Kunsten å selge* . 2.utg. Oslo : Cappelen akademisk forlag.

**Recommended literature**

None

**Course outline**

The course is based on 84 teaching hours organized in the following sections:

1. Information-related and consumer behavior
2. Relationship Marketing
3. Management and marketing of services
4. Sales and sales management

**Computer-based tools**

Computer-based tools will not be used in this course

**Course structure**

The course is taught over one semester based on 72 hours of teaching. In addition the students have to solve a case which is integrated in each of the four sections.

**Evaluation**

A five hour individual written examination concludes the course.

**Evaluation code(s)**

EMS XXX – the individual exam accounts for 100% of the grade in EMS XXX, 12 ECTS credits

**Aids at the examination**

None

**Makeup exam**

A re-sit is held at the end of the next course

**ENGELSK TEKST:****SECTION 1: Information-related and consumer behavior**

Knowledge of the customers' motives, needs and decision-making processes are necessary for systematic marketing and effective marketing communication of all products - including real estate services. This section aims to provide knowledge of consumer behavior and factors influencing such behavior in various markets - with an emphasis on private services. After having completed this course the students shall be able to make better marketing decisions in real estate services.

**Compulsory literature**

Thjømøe, Hans Mathias og Erik L. Olsson. 2001. *Forbrukeradferd* . 7. utg. Oslo: Universitetsforlaget.

#### **Course outline**

What is information-related and consumer behavior?  
The connection between consumer behavior and marketing research  
Individual factors influencing consumer behavior  
Social factors influencing consumer behavior  
About marketing communication and positioning

#### **SECTION 2: Relationship marketing**

The purpose of this section is to provide the students with an in-depth understanding for the relations between a service-organization and its environment. Special emphasize will be on the relations between the organization and its customers and on the financial consequences of these relations. Focus will also be upon what it is that contributes to solid and long-term relations. After having been through this course the students should have improved their competence in relationship marketing and customer orientation.

#### **Compulsory literature**

Gummesson, Evert. 2002. *Relasjonsmarkedsføring*. Oslo: Kolle Forlag

#### **Course outline**

Why relations are important  
Different types of relations  
    How to attract and keep the right kind of customers  
    Networks and virtual organizations

#### **SECTION 3: Management and marketing of services**

The course aims to give students a general knowledge and operational understanding of the concepts we today use for management and marketing of service enterprises. Emphasis is placed on the characteristics impeding the transfer of management and marketing principles from production enterprises to service enterprises. The possibilities and problems associated with organizing, managing and marketing of service enterprises are studied from a management perspective, with a particular focus on the real estate business. After having completed the course students shall be more capable of marketing real estate services and communicating with various players in the market.

#### **Compulsory literature**

Andreassen, Tor Wallin. 2003. *Serviceledelse: Markedsføring av tjenester: service som konkurransefortrinn*. 4. utg. Oslo: Ad Notam Gyldendal.

#### **Course outline**

Introduction to services  
Classification of services  
Service quality and customer satisfaction  
Development of competitive services  
Handling of customer relations  
Organizational aspects and internal marketing  
Strategic management and marketing planning  
Marketing communication of real estate services

#### **SECTION 4: Sales and sales management**

Students shall develop an understanding of sales and of personal communication as an effective element in the sales process, while emphasizing the role of sales in the marketing communication process.

#### **Compulsory literature**

Berg, Petter A. 2000. *Kunsten å selge* . 2.utg. Oslo : Cappelen akademisk forlag.

#### **Course outline**

Planning and systematic approach to sales work  
Motivation and training of staff  
Control and supervision of norm figures and key figures

Conclusion techniques in sales