



APPLIES TO ACADEMIC YEAR 2003/2004

EMS 9920 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.

Grenness, Tor: *Kompendium i markedsanalyse for eiendomsmeglere* . Sandvika: Handelshøyskolen BI.

Andreassen, Tor Wallin. 1999. *Serviceledelse: Markedsføring av tjenester: service som konkurransefortrinn* . 3. 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 84 teaching hours organized in the following sections:

1. Information-related and consumer behavior
2. Marketing research
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 two semesters based on 84 hours of teaching and is divided into the following teaching courses:

- EMS 9921 Service marketing 1 - fall
- EMS 9922 Service marketing 2 - spring

Evaluation

The students' performance is evaluated on the basis of a project paper about the real estate business, based on the course literature. The paper may be written individually or in groups of up to three students. A 2-page outline of contents and planning of the project paper must be submitted to the person in charge of the course/lecturer before proceeding with further work on

the project paper.

Evaluation code(s)

EMS 99201 - project paper, accounts for 100% of the grade in EMS 9920, 12 ECTS credits

Aids at the examination

All aids are allowed for writing the project paper.

Makeup exam

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

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

1. What is information-related and consumer behavior?
2. The connection between consumer behavior and marketing research
3. Individual factors influencing consumer behavior
4. Social factors influencing consumer behavior
5. About marketing communication and positioning

SECTION 2: Marketing research

The purpose of this section is to give students an understanding of how they can acquire a substantial information base for exercising the marketing function in the real estate business. Students shall learn to conduct elementary market surveys and to become qualified purchasers and users of marketing research services.

Compulsory literature

Grenness, Tor. *Kompendium i markedsanalyse for eiendomsmeglere* . Sandvika: Handelshøyskolen BI

Course outline

1. The relevance of marketing research for real estate agents
2. Market surveillance
3. Planning and performance of market surveys

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. 1999. *Serviceledelse: Markedsføring av tjenester: service som konkurransefortrinn*. 3. utg. Oslo: Ad Notam Gyldendal.

Course outline

1. Introduction to services
2. Classification of services
3. Service quality and customer satisfaction
4. Development of competitive services
5. Handling of customer relations

6. Organizational aspects and internal marketing
7. Strategic management and marketing planning
8. 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

1. Planning and systematic approach to sales work
2. Motivation and training of staff
3. Control and supervision of norm figures and key figures
4. Conclusion techniques in sales