

## ITEM CARD

Annex No. 1 to Regulation No. 3/07/2020  
of 13 July 2020 *on the model card*  
subject at the Higher School of Management  
in Warsaw

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>SERVICE MARKETING</b>										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Management, first cycle						
<b>Learning profile:</b>				general academic						
<b>Name of the specialty:</b>				-						
<b>Type of learning module:</b>				Elective item						
<b>Year/Semester:</b>				Year 1 sem 2						
<b>Person coordinating the subject:</b>				Prof. Alfreda Kaminska						
<b>Prerequisites (resulting from the succession of items):</b>				Knowledge, skills and competences acquired as a result of teaching the subject Marketing						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
<b>Full-time studies</b>	50									<b>50</b>
<b>Part-time studies</b>	15									<b>15</b>
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes			Didactic methods							
<b>Lecture</b>			Multimedia presentations, discussions, brainstorming, case-study, problem methods, work with literature, lectures assuming hypothetical-deductive thinking of listeners							
<b>Exercise</b>										
IV. OBJECTIVE LEARNING OUTCOMES WITH REFERENCE TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
Lp.	Description of the learning outcomes in question								Directional effect reference	
<b>Knowledge:</b>										
1.	Knows and understands in depth issues in the area of service marketing								ZO1_W01 P6S_WG	

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2.	Knows and understands marketing tools to an in-depth degree and uses them in the activities of the organization	ZO1_W07 P6S_WG
3.	Knows and understands in depth the methods of marketing analysis of the company and the impact of the external environment on the functioning of the company	ZO1_W10 P6S_WG
4.	Knows and understands in depth the essence and importance of the concept of marketing mix for the functioning of the organization	ZO1_W11 P6S_WG
<b>Abilities:</b>		
1	Is able to skillfully use sources of knowledge in the area of service marketing	ZO1_U01 P6S_UW
2	Can apply in a creative and innovative way knowledge in the field of marketing mix	ZO1_U04 P6S_UW
3	Can make a choice and use modern information and communication techniques in marketing	ZO1_U08 P6S_UW P6S_UK
4	Can apply marketing tools and create marketing plans in the organization's activities	ZO1_U12 P6S_UW
<b>Social competences:</b>		
1	He is ready to recognize the importance of solving problems in the area of marketing and management	ZO1_K01 P6S_KK
2	He is ready to make ethical decisions in the area of marketing	ZO1_K06 P6S_KO
<b>V. LEARNING CURRICULAR CONTENT</b>		
Lp.	Lecture:	Reference to the learning outcomes in question
1.	Characteristics of services. The concept and characteristics of services. Classification of services.	ZO1_W01 ZO1_W07 ZO1_W10 ZO1_W11 ZO1_U06 ZO1_U01 ZO1_U04 ZO1_U08 ZO1_U12 ZO1_K01 ZO1_K06
2.	The genesis of service marketing	
3.	Service purchase process	
4.	Segmentation of the services market. Characteristics of the basic stages of segmentation.	
5.	The main criteria for segmentation.	
6.	Target market selection.	
7.	Positioning the service on the selected market	
8.	Marketing tools in service activities (7 P).	

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9.	Marketing concept of the service structure.	
10.	Pricing methods.	
11.	Service pricing strategies.	
12.	Distribution of Services.	
13.	Marketing Communications	
14.	Promotion as a system of communication between the company and the market.	
15.	Promotion as a system of communication between the company and the market.	
16.	Personnel as an instrument of marketing of a service company.	
17.	The role of material testimony in services.	
18.	Service as a process	
19.	Create a marketing plan	
20.	SWOT analysis in marketing activities	
21.	IT systems supporting the management of marketing services	
22.	Relationship marketing	
23.	Marketing tools used to build the company's image - case study	
24.	Marketing of services on the example of various types of organizations - case study	
<b>VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES</b>		
Learning outcomes	Verification method	Form of classes in which EUS (Learning Outcome) is verified
<b>Knowledge:</b>		
ZO1_W01 ZO1_W07 ZO1_W10 ZO1_W11	Written test, presentation assessment, activity during classes	lecture
<b>Abilities:</b>		
ZO1_U01 ZO1_U04 ZO1_U08 ZO1_U12	Written test, presentation assessment, activity during classes	lecture
<b>Social competences:</b>		
ZO1_K01 ZO1_K06	Written test, presentation assessment, activity during classes	lecture

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VII . . CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each of the learning outcomes defined for the module in terms of knowledge, skills and competences	The student obtains less than 50% max. the number of points for a given effect	The student gets from 50 to 59% max. the number of points for a given effect on a grade of 3 and  The student gets from 60 to 69% max. the number of points for a given effect per grade 3.5	The student gets from 70 to 79% max. the number of points for a given effect per grade 4, and  The student obtains from 80 to 89% max. the number of points for a given effect per rating 4.5	The student obtains more than 89% max. the number of points for a given effect
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS		Student load		
		Studies Stationary	Part-time studies	
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		50	15	
Exam/Passing		1	1	
Participation in the consultation		1	1	
Project / Essay				
Independent preparation for didactic classes		28	43	
Preparing to pass a teaching class		20	40	
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>		<b>4 ECTS credits/ 100hrs</b>	<b>4 ECTS credits/ 100hrs</b>	
Student load in classes in direct contact with the teacher		50	15	
Student load in practical classes				
Student load in practical vocational preparation classes				
Student load in research preparation classes		50	85	
IX. LITERATURE AND OTHER DIDACTIC MATERIALS				

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### **Basic literature:**

J. Dyczkowska, A. Oczachowska, D. Oczachowski, Marketing services: theoretical foundations and praktyka, Wydawnictwo Uczelniane Politechniki Koszalińska, Koszalin 2016.

Agnieszka Bukowska-Piestrzyńska, Marketing of health services. from building the image of the facility to customer satisfaction, CeDeWu 2022

### **Supplementary literature:**

A. Czubała, A. Jonas, T. Smoleń, J.W. Wiktor, Marketing of services, Wolters Kluwer, Kraków 2012

N. Lake, K. Hickley, "Customer Service Manual", Helion Publishing House, Gliwice 2005.

Marketing of services / Anna Czubała [et al.]. - Cracow : Oficyna Ekonomiczna - Wolters Kluwer, 2006.

L. Białoń [ed.] "Marketing w handlu", Oficyna Wydawnicza WSM, Warsaw 2011.

M. Johann, 'Marketing of services', WSM, Warsaw 2000.

### **Other teaching materials:**

Magazines: "Marketing w Praktyce", "Marketing i Rynek"

Websites including: <https://marketingprzykawie.pl/>