

## COURSE DESCRIPTION

### Service Marketing, Planning and Communication

1. Bachelor Degree: Bachelor of Tourism and Relationship Management  
Bachelor of Hotel and Relationship Management
2. Course: Service Marketing, Planning and Communication
3. Semester: 2. semester
4. Credits: 15 sp
5. Lecturer: Bård Tronvoll
6. Contact hours: The number of contact hours between students and lecture is 90 hours.
7. Prerequisites: None
8. Academic description: The course explores the challenges service companies' meets in a competitive market. Special emphasis is on characteristic of service companies' and how to manage to achieve high service quality. Central issue is how to manage to create customer satisfaction and loyalty through service organisation and employees. Important topics in the course are service positioning, service strategy and service recovery. The course further highlights topics on how to use human resources in the interaction with the customer so the company makes sustainable competitive advantages. The course also comments on use of information technology (e.g. self-service technology, use of internet, etc) and its impact on perceived customer experience.
9. Course aims: The aim is to give the students basic knowledge in marketing and let them understand the function of marketing in the tourism industry. After finished the course the students shall acquire knowledge about the different tasks and activities which is an integral part of marketing a tourism company or a destination.
10. Course content: Marketing in the tourism industry  
Introduction of the notion of marketing with especially focus on service marketing  
The work condition of marketing, the special feature with the truism product/service, characteristics of the tourism industry, the different sectors within the tourism industry and the tourism as a data area.  
The company's plan hierarchy, which include the marketing plan

Collecting information about the market  
 Customer behaviour (some overall models, exemplified by using different groups of travellers)  
 Segmentation and target groups  
 Marketing means  
 Service quality, the notion and models  
 Service encounter, the interaction and co-creation  
 Relationship marketing  
 Communication as a phenomenon and as a process  
 Different model for communication  
 Branding  
 Media decisions, message creation and campaign planning  
 Relationship perspective – consequences for communication of the tourism company's  
 The company's plan hierarchy includes strategic planning (the company's frame plans), planning of the company's marketing activities (marketing plan) and planning and coordinate on destination level.

11. Teaching methods: The teaching will be organised through lectures, individual and group supervision. In the organised teaching it will include discussions and active use of cases. The students has to do some group projects and oral presentations.
12. Assessment: Feedback and supervision will be given attached to the lectures.  
 A written group assignment (40 %) and a written individual school exam (60 %).
13. Required readings: Ellingsen, Kristen Albert and Tom Rosendahl (2001): *Markedsføring for reiselivet*, Cappelen Akademiske forlag, Oslo. Number of pages: 367. Price: 398,-
- Lovelock, Christopher H. and Wirtz, Jochen (2006) *Services marketing: people, technology, strategy*, Upper Saddle River, N.J.: Pearson/Prentice Hall, 6th ed. Number of pages: 470. Price: 478,-
- Ellingsen; Kristen Albert and Mehmet Mehmetoglu (2005): *Perspektiver på markedsføring av reiseliv*, Fagbokforlaget, Bergen. Number of pages: chap. 1-20, expects chap. 16, total 354 pages. Price: 399,-
- Compendium
14. Supplementary readings: Grønroos, Christian (2000): *Service Management and Marketing*, John Wiley & Sons, Chichester, England
- Lusch, R. F. and S. L. Vargo (2006). *The service-dominant logic of marketing: dialog, debate, and directions*. Armonk, N.Y., M.E. Sharpe.