UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Service Marketing G1F

7.5 credits

Course code: FÖ339G
Version number: 7
Valid from: 1 July 2026
Ratified by: Curriculum Committee for Business
Date of ratification: 8 October 2025

1. General information about the course

The course is provided by the University of Skövde and is named Service Marketing G1F (Tjänstemarknadsföring G1F). It comprises 7.5 credits and is a first-cycle course. The level of progression is G1F.

The course is a part of the main field of study in Business Administration. The disciplinary domain of the course is Social Sciences.

2. Entry requirements

The course has the following entry reqiurements: passed FÖ141G Marketing Management I G1N and passed Organization and Management I G1N **or** attended FÖ141G Marketing Management I G1N and attended Organization and Management I G1N (or the equivalent) and at least 30 passed credits in Business Administration, Industrial Management, Law, Statistics, Economics or Social Psychology.

A further requirement is proof of skills in English equivalent of studies at upper secondary level in Sweden, known as the Swedish course English 6 or English level 2. This is normally demonstrated by means of an internationally recognized language test, e.g. IELTS or TOEFL or the equivalent.

3. Course content

The overall purpose of the course is to develop and deepen students' knowledge in service marketing. The course tackles the classical as well as the modern perspectives on service marketing, focusing on value creation, marketing and management of service activities, and service systems. The course also covers service marketing frameworks, service encounters, the context of service, service development, service innovation, service recovery, service sustainability, etc. The primary focus of the course lies in the recent developments within the field of service marketing.

The perspectives and the issues which the course tackles are covered in the form of individual and group assignments where knowledge is applied and presented in writing and orally.

4. Objectives

After completed course the student should be able to:

Knowledge and understanding

- exhibit understanding of theories and practices of service marketing by explaining, comparing and exemplifying them,

Skills and abilities

- apply knowledge in service marketing on theoretical and practical problems in writing and orally,
- identify and analyze alternatives for marketing and management of service activities by integrating knowledge during the application,

Judgement and approach

- critically evaluate and argue around theoretical and practical aspects of service marketing,
- reflect upon the significance of the role of service in the society.

5. Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).

The examinations of the course consist of the following modes of assessment:

- **Unsupervised written examination**
  4 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Written assignments**
  2.5 credits, grades: G/U
- **Seminars**
  1 credit, grades: G/U

Students with a permanent disability who have been approved for directed educational support may be offered adapted modes of assessment.

6. Types of instruction and language of instruction

The teaching comprises lectures, supervision, individual and group assignments as well as seminars which include critical review and reflection.

The teaching is conducted in English.

7. Course literature and other educational materials

Wirtz, J. (2022). *Essentials of Services Marketing* (4th ed.). Pearson Education Limited. ISBN 9781292425191.

Compendium of scientific articles (updated each term).

8. Student influence

Student influence in the course is ensured by means of course evaluation. The students are informed about the results of the evaluation and potential measures that have been taken or are planned, based on the course evaluation.

9. Additional information

Further information about the course, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.