UCL Université catholique de Louvain

LLSMF2002

2015-2016

Advanced Marketing (in French)

5.0 credits	30.0 h	1q

Teacher(s) :	Swaen Valérie ; Schuiling Isabelle (compensates Swaen Valérie) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The main topics that will be covered during the course are: The nature of services and service consumption Service development and design Employees' and customers' roles in service delivery Managing customer expectations and perceived service quality Customer satisfaction and retention Managing service recovery and complaint management Pricing of services Financial and economic impact of services
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.1.Analyse a project within its environment and define the expected outcomes' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' At the end of this course, the student will be able to: -- - At the end of the course, you should be able to gain an appreciation of the unique challenges inherent in marketing and managing services and delivering quality service- to learn tools/approaches to address these challenges- to diagnose critical situations - and to evaluate alternative scenarios for the company / organization in order to suggest recommendations for strategic and operational marketing decisions. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods :	Case study preparation and active student participation in the case discussions Individual assignments Individual written exam
Teaching methods :	General and interactive courses (including case studies analyses) Testimonies from marketing practitioners and experts from different sectors of activity
Content :	Companies try to tie up narrow contacts and to create long-lasting relations with their customers given the potential beneficial effect of these long-lasting relations on the profits of companies. The concepts which allow to characterize the relation between the company (or the brand) and its customers are called the relational concepts. These concepts appeared from the literature related to B2B and to service marketing. In this context, this course looks at theories and practice of services marketing and focuses on the challenge of managing services and delivering quality service to customers.
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . BOOK : Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner et Dwayne D. gremler (2012), Services Marketing: Integrating Customer Focus Across the Firm, 2ème European Edition, McGraw-Hill. (ou des éditions précédentes de cet ouvrage). not compulsory. READING FILE compulsory and available on line Supports available on line are on ICAMPUS.

Other infos :	Prerequisites Basic Marketing Evaluation : Examination and team presentation Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Corporate features X conference X case study X corporate guest Techniques and tools for teaching and learning X IT tools
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	