



**Masaryk
University**

Faculty of Informatics

Course of Service Marketing 2011/12

Lecture about Service-oriented *new* economy paradigm

March 2012

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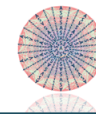


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Laboratory of Innovation Management and Diffusion

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Dipartimento di Impresa Ambiente e Management



ASVSA

Associazione per la ricerca sui Sistemi Vitali

Agenda/Syllabus

Lesson	Topic	Focus	Lenght	Day
1	Service-oriented new economy paradigm	chance in perspective	4 h	<i>Wednesday</i> 21.03.2012, 14.00-17.50, G101
	Understanding service markets, products, customers	role, rules and constraints in service context		
	Building a service model	looking for its conceptual evolution		
	Exercises, case study 1 (Tui)	team work (" <i>integration</i> ")		
3	Cooperation with actors (including consumers)	networking, relationships and system vision	4 h	<i>Thursday</i> 22.03.2012, 8.00-11.50, G101
	Service Systems and the emerging concept of smart (or viable)	features of design, management, enhancement, adaptation		
	Exercises, case study 2 (Zara)	team work (" <i>flexibility</i> ")		
3	Promoting value propositions	potential value, effective value	4 h	<i>Monday</i> 26.03.2012, 14.00-17.50, G101
	Positioning services in markets	a "service" logic really applied		
	Exercises, case study 3 (Lego)	team work (" <i>customization</i> ")		
4	Service Environment	service eco-system	4 h	<i>Wednesday</i> 28.03.2012, 14.00-17.50, G101
	Managing resources and interactions for service environments	new skills, new strategies, new culture		
5	Exercises, case study 4 (students' proposals)	team work (" <i>home work</i> "), with prezi.com	4 h	<i>Thursday</i> 29.03.2012, 8.00-11.50, G101
-	Written exams and consultations		6 h	<i>Friday</i> 30.03.2012 G101

Course Objectives

- The course will introduce a concept of the shift to the service-oriented economy paradigm. The stress of seminars will be laid on practical team work and case studies analysis from domain of information technologies.
- At the end of the course students should be able:
 - To understand marketing strategies of business organizations;
 - To understand marketing strategies within the scope of new service paradigm;
 - To manage marketing strategies processes from the project management point of view.

Teaching & Assessment Methods

- Lectures, presentations and homeworks.
- A seminar work is required for the exam.
- A written examination will be taken in place.

Literature References

- LUSCH, R.F., VARGO, S.L. (eds) (2006), *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*. Armonk, ME Sharpe;
- GUMMESSON, E. (2008), *Total Relationship Marketing*, III ed., Butterworth-Heinemann, Burlington;
- DEMIRKAN, H., SPOHRER, J., KRISHNA, V. (eds) (2011), *The Science of Service Systems*, Springer, New York.



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*Thank's.
Any questions?*

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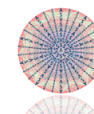


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