

**Syllabus for the Lectures**

Lesson	Topic	Focus	Lenght	Date	
1	Service-oriented new economy paradigm	change in perspective	2 h	09.04.2015 (Thursday)	
	Understanding service, markets, products, customers	role, rules and constraints in service context			
2	Building a service model	looking for its conceptual evolution	2 h		
	Exercises, case study 1	team work			
3	Cooperation with actors (including consumers)	networking, relationships and system vision	4 h		10.04.2015 (Friday)
	Service Systems and the emerging concept of smart (or viable)	features of design, management, evolution, enhancement, adaptation			
	Exercises, case study 2	team work			
4	Promoting value proposition	potential value, effective value	2 h	13.04.2015 (Monday)	
5	Positioning services in markets	a "service" logic really applied	2 h		
	Exercises, case study 3	team work			
6	Service Environment	service eco-system	4 h	16.04.2015 (Thursday)	
	Managing resources and interactions for service environments	new skills, new strategies, new culture			
	Exercises, case study 4	team work			
Group Works presentations				17.04.2013 (Friday)	
Final written exams				20.04.2013 (Monday)	

**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 home works.

A seminar work is required for the exam. A written examination will be took in place.

**Literature**

1. Lusch, R.F., Vargo, S.L. (eds) (2006), *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*. Armonk, ME Sharpe;
2. Gummesson, E. (2008), *Total Relationship Marketing*, III ed., Butterworth-Heinemann, Burlington;
3. Demirkan, H., Spohrer, J., Krishna, V. (eds) (2011), *The Science of Service Systems*, Springer, New York.