



Doctoral School of Economics and Business Administration

Marketing Department

Discipline: Marketing applied in the tertiary sector - a holistic approach

Academic year: 2024-2025

SYLLABUS

1. The place and role of the tertiary in the current economy
 - 1.1 Tertiary development in the 21st century
 - 1.2 Marketing specialization in tertiary sector

2. The concept and structure of the marketing mix in the field of services
 - 2.1 The basic service, the brand in services, service quality evaluation models
 - 2.2 Defining the price in services; cost quantification and positioning of service offerings
 - 2.3 Location and / or distribution of the service, synchronization of the offer with the demand for services
 - 2.4 Marketing communications for the tertiary sector, mouth-to-mouth advertising
 - 2.5 The Personnel in services organizations, time management and complaints
 - 2.6 Service delivery system. Servuction
 - 2.7 Physical evidence, ambience, the need for service tangible
 - 2.8 Consumer - co-producer of the service
 - 2.9 Suplimentary services

3. Strategies in the tertiary sector
 - 3.1Tranzactional Marketing vs. Relational Marketing
 - 3.2Managing Provider-Client Interaction
 - 3.3Internal marketing, organizational marketing culture
 - 3.4 Strategies associated with the marketing mix variables

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