

## Course: Service Marketing & Service Design

credits: 5

<b>Course code</b>	IFVP21SMSD	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Service Marketing & Service Design	<b>Assessments</b>	Service Marketing & Service Design - Computer, organised by STAD examinations
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	J.W.R. Kamphuis		

### Learning outcomes

#### MFO:

- Students describe the various organisational structures (PGFM and according to Mintzberg) at organisation and department level, and justify the choice of a particular structure (based on tasks, roles, strategy and environment).

#### Process Management and MFO:

- Students recognise and name various organisational processes and indicate which options there are for management and redesign (based on the planning & control cycle, key indicators and the related models).

#### Marketing

- Students understand the basics of marketing theory and its application in facility services.
- Basing themselves on services marketing, students are able to name the arguments why the focus is on clients in facility management.

#### Hospitality:

- Students are able to describe the premises that hospitality as an industry is based on, and recognises the relevant hospitality developments and trends outside the hospitality industry.
- Students are able to specify hospitality tools and measurement tools that provide insight into the hospitality of an organisation, including FM organisations.

### Content

#### MFO

In this module, students are introduced to process management, while a closer look is also taken at managing the facility organisation and behaviour in organisations. The course is in support of the semester project, which includes analysing the facility processes in order to redesign an existing process or design a new one, or to make a facility company more effective and efficient.

#### Process Management:

#### Marketing

In the first 10 weeks, students follow a mandatory workshop (per class), focusing on customers and/or guests. Topics include loyalty, futureproofing and the environment. Students will work on developing personas and make a direct connection with the project. The premise is that from the very beginning off their degree programme, students learn to put themselves in the place of a customer and/or guest. In the second half of the semester, students will have five lectures or tutorials dealing with marketing's theoretical core. The FM degree programme is based on the two 'marketing commandments' (marketing dogma), viewed from two perspectives:

- Customers must feel tied to an organisation and CONNECTED to it.
- The organisation MUST anticipate the MACRO environment OR at least respond to it.

(has knowledge of and understands and applies to a limited degree, in the order of people-processes-resources) At the end of the semester, students conclude this component with an MC test.

#### Hospitality:

Hospitality provides an introduction to the experience-focused world which revolves around guests. Guests determine whether they consider an organisation to be hospitable and to what degree. With regard to hospitality, you can also view the client, your staff, suppliers or other stakeholders as guests. During the lectures, how to design and execute a hospitality experience is addressed.

### Included in programme(s)

Facility Management, major International Facility Management  
International Facility Management exchange programme

### School(s)

Institute of Future Environments

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