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Информация о владельце:
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Должность: Ректор
Дата подписания: 26.04.2026 11:51:57
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

SERVICE MARKETING

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

INTERNATIONAL MARKETING

higher education programme profile/specialisation title

1. COURSE GOAL(s)

The discipline "Service Marketing" is part of the master's program "International Marketing" in the field of study 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Department of Marketing. The discipline consists of 3 sections and 6 topics and is aimed at studying the course "Service Marketing," which is part of the master's programme "International Marketing" (field of study 38.04.02 Management) and is taught in the Department of Marketing. The discipline is designed to familiarize students with modern marketing tools for the service sector that help marketers and managers manage services in different markets, make decisions on pricing, sales promotion campaigns and customer database management.

Mastering the course is aimed at developing the following competencies: the ability to carry out critical analysis of problem situations on the basis of a systemic approach and to develop a strategy of actions, the ability to plan and control the marketing activities of an international company.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Service Marketing" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.;
PC-6	Capable of planning and controlling the marketing activities of an international company	PCPC--6.1 Knows the stages of international strategic planning; PC--6.2 Knows the criteria for determining the key indicators used in planning the company's marketing activities at the international level; PC--6.3 Knows how to form marketing plans; PC--6.4 Able to develop the basic business processes of an enterprise related to marketing activities; PC--6.5 Knows the methods of developing and implementing marketing programs; PC--6.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the company;
PC-7	Able to organize and carry out general, targeted, individual measures to	PC-7.1 Defines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory legal

Competence code	Competence descriptor	Competence formation indicators (within this course)
	counter the spread of the ideology of terrorism and the ideas of neo-Nazism.	acts.; PC-7.2 Organizes and conducts preventive measures in an educational or social environment in accordance with established requirements and regulatory documents;

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

Дисциплина «Сервисный маркетинг» относится к части, формируемой участниками образовательных отношений блока 1 «Дисциплины (модули)» образовательной программы высшего образования. В рамках образовательной программы высшего образования обучающиеся также осваивают другие дисциплины и/или практики, способствующие достижению запланированных результатов освоения дисциплины «Сервисный маркетинг».

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism		Pre-Degree Internship;
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	Corporate governance; Managerial Economics; Management Research Methodology; Global Strategic Management; Research Work;	Pre-Degree Internship;
PC-6	Capable of planning and controlling the marketing activities of an international company	Marketing management in international companies; Brand Portfolio Management in International Markets**; Branding in International Companies**;	Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Possible wording

The total workload of the discipline “International Marketing Strategies” is “5” credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (full-time training)*

Type of academic activities	Total academic hours	Semesters/training modules
		3
<i>Contact academic hours</i>	54	54
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	36	36
<i>Self-studies</i>	36	36
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18	18
Course workload	108	108
	3	3

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Nuber of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	Service as a Component of the Marketing Mix	1.1	Classification of services	This topic introduces the notion of a service and reviews different approaches to classifying services: by type of customer (B2C, B2B), by degree of customer involvement, by tangibility and contact level, by goals (consumer, industrial, professional, public services), and by delivery mode (offline, online, hybrid). It analyses how different types of services impose different requirements on product design, pricing, distribution and communications. Special attention is paid to the distinction between core service, facilitating services and supplementary services, and to the role of service bundles in forming customer value.	LC, S
		1.2	Competitive environment in service industries	This topic examines the structure and dynamics of competition in service markets, including the role of entry barriers, regulation, network effects and digital platforms. It considers how service firms compete not only through price and functional characteristics, but also through quality, speed, convenience, relationships and brand reputation. The	LC, S

				topic discusses peculiarities of demand and supply in services (capacity constraints, simultaneity of production and consumption) and how they shape strategic positioning and differentiation in various service sectors (financial services, hospitality, transport, consulting, digital services, etc.).	
Module 2	Models of Service Marketing	2.1	Integrated description of service marketing and its main models	This topic presents an integrated view of service marketing, highlighting its differences from traditional product-oriented marketing and the need to manage three interrelated directions: external marketing, internal marketing and interactive marketing. It reviews key conceptual models such as the gaps model of service quality, the service profit chain, and service quality measurement frameworks (e.g. SERVQUAL). The topic emphasises how these models help diagnose problems in service delivery and guide improvements in customer experience and organisational performance.	LC, S
		2.2	The “7P” model of the marketing mix in services and Segmentation	This topic focuses on the extended marketing mix for services (7P): product (service), price, place, promotion, people, process and physical evidence. It explains how each element must be designed and coordinated to create a consistent service offering and desired customer experience. The topic also addresses segmentation in service markets, including criteria specific to services (usage situation, relationship expectations, service benefits, risk perception) and the link between segmentation decisions and configuration of the 7P mix for different segments.	LC, S
Module 3	Applied Aspects of Service Marketing	3.1	Service delivery process	This topic analyses the service delivery process as a sequence of customer touchpoints and backstage operations. It considers tools for describing and designing service processes, such as service blueprints and customer journey maps, and shows how they are used to identify bottlenecks, failure points and opportunities for value creation. Special attention is given to the role of employees and technologies at different stages of the process, to managing waiting times and capacity, and to ensuring consistency of service quality in different channels and locations.	LC, S

		3.2	Service marketing plan development	This topic integrates previous material into a structured approach to developing a service marketing plan. It covers situational analysis (market, competition, internal capabilities), formulation of objectives, selection of target segments and positioning, design of the 7P marketing mix for the service, and definition of key performance indicators. The topic also discusses implementation issues (resources, timelines, responsible units) and mechanisms for monitoring, evaluation and adjustment of the service marketing plan in response to market feedback and changing conditions	LC, S
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* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* The premises for students' self-studies are subject to **MANDATORY** mention

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main readings:

1. Karpova, S. V., Mkhitaryan, S. V. (eds.). Service Marketing: Textbook and Practice Book for Universities. Moscow: Yurait, 2025. 222 p. (Higher Education).

2. Shevchenko, D. A. Service Marketing. University textbook. Direkmedia Publishing, 2023, 192 p

Additional readings:

1. Chernysheva, A. M., Yakubova, T. N. Product Policy Management: Textbook and Practice Book for Bachelor and Master Programmes. Moscow: Yurait, 2023

2. Kameneva, S. E. Organization of Commercial Activity in the Service Sector: Textbook for Universities. Moscow: Yurait, 2022. 76 p.

Internet sources

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>

- EL "University Library Online" <http://www.biblioclub.ru>

- EL "Yurayt" <http://www.biblio-online.ru>

- EL "Student Consultant" www.studentlibrary.ru

- EL "Lan" <http://e.lanbook.com/>

- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

- Google search engine <https://www.google.ru/>

- Scopus abstract database <http://www.elsevier.com/locate/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "International Marketing Strategies"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

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