

# TURKU SUMMER SCHOOL 2017

Turku Summer School 2017 is organised by Turku University of Applied Sciences and the University of Turku.

We offer you an excellent opportunity to combine studying with an active social programme, and to enjoy the best of the Nordic summer at the same time.

## PROFESSIONAL SERVICES AND PRODUCTIZATION 5 ECTS

Dates: TUE 22.–MON 28.8.2017

Organizer: Turku University of Applied Science

Prices: 600 €

Credits: 5 ECTS

Class size: minimum 15–maximum 25

### CONTENT

This course gives you the overview, knowledge and skills for marketing and productizing professional services, utilizing the innovation pedagogy method.

Through cases and workshops, we study different examples of how professional services are marketed nowadays.

The key focus is on service marketing, and emphasize on professional services.

### METHODS

Intensive studies, utilizing innovation pedagogy, there will be cases, reading material and a post-course assignment.

There will be contact hours every day during the intensive week in August, and besides that, individual and team student work and also after the course in a report format.

### TARGET AUDIENCE

Undergraduate students: best suited for Marketing students, and Engineering and Hospitality Students

### OUTCOMES

The student will be able to:

- Carry out a customization process of a professional service
- Carry out a customization process consisting of a required product/service combination.
- Recognize the special characteristics related to professional services and take them into account in the realization of a productization or marketing activities in practice

### LITERATURE

Robson, Kevin (2012). Service Ability. John Wiley & Sons Inc.