



CERS - Centre for Relationship Marketing and Service Management

CERS offers an opportunity for Client Partners to participate in:

Lectures in Service and Relationship Marketing by Christian Grönroos

Place: Hanken, Arkadiankatu 22 (main building)

Thursday 13.3.2008: 14.30-16.00

Service Logic and Principles of Service Management

Thursday 10.4.2008: 14.30-16.30

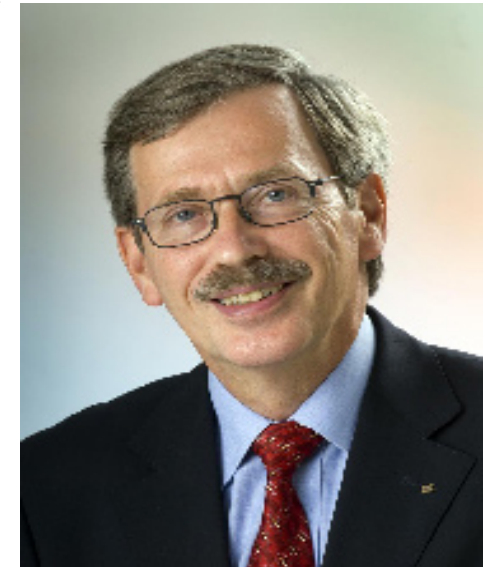
Is Marketing After All One Big Mistake? - Some Propositions for Customer-Centric Management

Friday 25.4.2008: 10.15-12.30

The Underpinning Logic of Service and Relationship Marketing - How Does It All Fit Together?

Location: Room 305 on 3rd floor, except last lecture: Futurum (basement). Optional reading material for lectures 10.4. and 25.4. can be obtained from cers@hanken.fi. More information: Lotta Vuoristo, CERS Event Manager, tel. 040 352 1508

Christian Grönroos is Professor of Service and Relationship Marketing at Hanken and the Chairman of the board of its research and knowledge Centre CERS. For many years he has been the leading scholar developing the areas of relationship marketing and customer relationship management. He has published extensively in several languages and is a well-known lecturer over the globe. We now offer the possibility for CERS Partners to participate in his lectures which are organized as part of a Master's level course 'Service and Relationship Marketing'.



Lecture 13.3.2008, optional reading material:

Chapter 8 from the book Grönroos, C.: *Service Management and Marketing*, John Wiley & Sons, either 2nd edition (2000) or 3rd edition (2007).

Lecture 10.4.2008, optional reading material:

Grönroos, C. (2006) 'On Defining Marketing: Finding a New Roadmap for Marketing' *Marketing Theory*, 6, 4, pp. 395-417.
Sheth, J.N. & Ulay, C. (2007) 'Implications of the Revised Definition of Marketing: From Exchange to Value Creation' *Journal of Public Policy & Marketing*, 26, 2, pp.302-307

Lecture 25.4.2008, optional reading material:

Grönroos, C. (2006) 'Adopting a Service Logic for Marketing' *Marketing Theory*, 6, 4, pp. 317-333.
Grönroos, C., *Service Logic and Value Creation - The Customer and Supplier Perspectives Combined in a Marketing Context*. Working Paper, CERS Centre for Relationship Marketing and Service Management, 2008

The lectures are in English and Client Partners are invited to attend one or several of them. Welcome!