



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Service Marketing							
Course Code		PAR206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		Analyzing the current theme of service marketing and looking for ways to generate new strategies by analyzing the components required for marketing services.							
Course Content		Service, concept of service, classification of services, analysis of components of service marketing, product in service marketing, price in service marketing, distribution in service marketing, promotion in service marketing, personnel in service marketing, physical evidence in service marketing, process in service marketing, capacity and demand in service marketing management, customer in service marketing, service quality and relational marketing.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Marketing Principles - Management - Case Studies; Professor Dr. Cemal YÜKSELEN
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Week	Weekly Detailed Course Contents	
1	Theoretical	Service Marketing: Concepts
2	Theoretical	Consumer Behavior in the Context of Services
3	Theoretical	Service Positioning in Competitive Markets
4	Theoretical	Service Product Development: Raw Products and Complementary Products
5	Theoretical	Service Distribution
6	Theoretical	Pricing and Revenue Management Practice
7	Theoretical	Service Promotion
8	Theoretical	Service Process Design and Management
9	Intermediate Exam	midterm
10	Theoretical	Demand and Production Capacity Balancing
11	Theoretical	Service Environment
12	Theoretical	Human Management for Service Superiority
13	Theoretical	Relationship Management and Loyalty Building
14	Theoretical	Grievance Welcome
15	Theoretical	Service Quality and Productivity Improvement
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Seminar	57	0	1	57
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learning basic service marketing concepts.
2	Understanding the importance of marketing for service businesses.
3	To be able to analyze service marketing functions
4	To be able to analyze consumer and customer behavior in the service sector.
5	Ability to connect market factors to service marketing activities
6	Understanding the importance of service marketing today

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L6
P6	5	
P7	5	
P8	5	
P9	5	
P10	5	5
P11	5	5
P12	5	5
P13		5

