



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		PMP113		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The student comprehension of what is service, service to be able to distinguish from each other tangible property, to grasp the concept of service marketing mix, aims to grasp the individual services and methods of customer satisfaction.							
Course Content		Common features of the concept of service and service; classification of services; Serve as product concepts and strategies; distribution decisions in the service sector; pricing and pricing strategies in the service sector; promotion mix strategies in services; individual and human resource policies in the services sector; Service marketing and physical channels; demand management in services; capacity management in services; The quality of service and service quality improvement strategies; Relationship marketing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Hizmet Pazarlaması

Week	Weekly Detailed Course Contents	
1	Theoretical	Common features of the service concept and service
2	Theoretical	Classification of Service
3	Theoretical	Serve as a product concept and strategy
4	Theoretical	Distribution decisions in the service sector
5	Theoretical	Pricing and pricing strategies in the service sector
6	Theoretical	Promotion mix strategies in service
7	Theoretical	Promotion mix strategies in service
8	Theoretical	Midterm
9	Theoretical	In the service sector, individuals and human resource policies
10	Theoretical	Service marketing and physical channels
11	Theoretical	Demand management in service
12	Theoretical	Capacity management in services
13	Theoretical	Service quality
14	Theoretical	Service quality improvement strategies
15	Theoretical	An overview of what has been learned about the course



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	5	0	10
Individual Work	5	2	0	10
Midterm Examination	1	14	1	15
Final Examination	1	11	1	12
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	
2	
3	
4	
5	

**Programme Outcomes (Marketing)**

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5
P10	5	5	5	5	5
P11	5	5	5	5	5
P12	5	5	5	5	5
P13	5	5	5	5	5
P14	5	5	5	5	5
P15	5	5	5	5	5

