AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Services Marketing						
Course Code	İYP113		Couse 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)	Ins. Hakkı BABALIK						

Prerequisites & Co-requisities

Equivalent Course	PMP113

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Services Marketing

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	Intermediate Exam	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	10	0	20
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	To be able to create service marketing mix strategies
2	To ensure demand management
3	To apply service quality improvement strategies
4	Providing capacity management
5	To apply service marketing strategies

Programme Outcomes *(Accounting and Tax Practices)*

1	Have basic theoretical knowledge and skills in accounting and tax areas
2	The accounting and consultancy firm providing services in accounting, finance and accounting departments to meet the needs of the public or private sector organizations have the ability to think analytically and solve problems, be qualified accounting staff
3	To use at least one of the software packages related to accounting fluent
4	To follow the regulations related to the profession and have the basic legal information
5	Identify the data required for accounting for businesses, the ability to effectively collect and save
6	To be able to keep accounting records necessary to analyze financial transactions
7	General accounting, end of period accounting, cost accounting, and companies, understand and apply accounting control issues
8	Understand the obligations of a responsible and have knowledge about taxes and tax Turkish Tax System
9	By understanding and interpreting the problems of the profession, ideas orally or in writing, to express clearly
10	Knowledge they have taken in relation to the profession and to apply in a real business environment by identifying problems, interpret data and have the ability to analyze,
11	Professional and ethical responsibilities, understand the importance of job security
12	Be aware of the importance of following the regulations related to the profession
13	Correspondence related to the field can make using a computer, to store the information and use the stored information

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	4	1	1	1	4
P2	3	4	2		3
P3	1	2	3		1
P4	3	1	2		3
P5	2	1	1		2
P6	3	4	3	4	3
P7	3	4	3	3	3
P8	4	4	3	3	4
P9	1	1	2		
P10	4	5	4	4	3
P11	2	1	2		3
P12	4	1	1		4
P13	2	2	1	2	1