



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		LGT212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Logistics and transportation services to understand the marketing mechanisms							
Course Content		Logistics and transportation marketing components of the marketing mix (price-product-place-sales increase efforts) to address a holistic look at the individual review							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Ayşenur ÖREN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Liman İşletmelerinde Hizmet Pazarlaması - Dr. Soner ESMER - Detay Yayıncılık
2	Müşteri İlişkileri Yönetimi - Anadolu Üniversitesi Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	The service economy new perspectives
2	Theoretical	In the service sector, customer behavior
3	Theoretical	Competitors in the markets of positioning of
4	Theoretical	The development of service products: core and support services
5	Theoretical	Deployment services: physical and electronic chat rooms
6	Theoretical	Pricing and revenue management
7	Theoretical	increase sales efforts and training Services
8	Theoretical	Service process design and management
9	Theoretical	MidTerm Exam
10	Theoretical	The artistic design of the prompt and capacity balancing and service
11	Theoretical	Managing human assets to ensure service advantage
12	Theoretical	Manage relationships and loyalty designs
13	Theoretical	Back to manage the complaints and service recovery
14	Theoretical	To increase the quality and efficiency of service, leadership for war
15	Theoretical	General review
16	Theoretical	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	12	0	3	36
Assignment	1	0	10	10
Midterm Examination	1	0	14	14
Final Examination	1	0	14	14
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Ability to analyze and understand customer behavior L&T services economy to gain
2	The ability to solve the problems of the components of the marketing mix L&T services to



3	To gain the ability to decide about the service capacity and surroundings
4	The ability to create customer loyalty and give service to create advantage
5	The ability to make quality and productivity improvement

Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

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

	L1	L2	L3	L4	L5
P3	1	1	1	1	1
P4	5	5	5	5	5
P9	2	2	2	2	2
P10	1	1	1	1	1

