



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		İŞY252		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	53 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is to explain the basic concepts of service marketing to students.							
Course Content		The content of this course is the definition of the concept of service marketing, examination of the environmental conditions that affect service marketing activities, explaining the service marketing mix, which are the elements of the service marketing process, and addressing customer complaints and customer retention methods in service businesses.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		İns. Evren KOÇ KIRDAŞ, İns. İdris KOÇAK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hizmet Pazarlaması, Sevgi Ayşe Öztürk.
2	Hizmet Pazarlaması, Halil İnan.
3	Lecture notes.

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing perception, service, concepts related to service, services sector
2	Theoretical	Marketing management process in services enterprises, consumer behaviour
3	Theoretical	Growth and competing strategies
4	Theoretical	Growth and competing strategies
5	Theoretical	Product as a service
6	Theoretical	Pricing of services
7	Theoretical	Distribution decisions
8	Theoretical	Promotion decisions
9	Theoretical	Personnel, customer and physical evidences in services marketing
10	Theoretical	Demand and capacity management in services enterprises
11	Theoretical	Service quality and service comparison
12	Theoretical	Customer satisfaction and customer loyalty in services marketing
13	Theoretical	Efficiency and productivity in services enterprises
14	Theoretical	Case studies

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	0	10
Final Examination	1	15	0	15
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To teach the basic concepts related to services marketing
2	To explain services marketing mix elements



3	To envision the relationship between service customers and service providers
4	Management of participants and service personnel in services
5	Service quality and measurement

Programme Outcomes (Foreign Trade)

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5
P7	3	3	3	3	3

