



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		İŞY252		Couse 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)		Ins. Evren KOÇ KIRDAŞ, Ins. 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 (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to 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
P1	3	3	3	3	3
P4	2	2	2	2	2
P6	4	4	4	4	4

