



## 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)		Ins. Evren KOÇ KIRDAŞ, Ins. İdris KOÇAK							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### 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 (Textile Technology)

1	1. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. Be able to recognize problems, develop solutions for the problems, designing and having the ability to use theoretical knowledge in practical applications.
2	2. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. – Be able to choose technical equipments which are needed for applications in the field and use effectively. - Awareness of the need for life-long learning to follow developments in the textile technology, learning independently and to gain awareness of continuous self-renewal. - Be able to examine the application of production processes in the textile industry. – Be respectful to their own history and to be conscious about the subjects of social responsibility, universal and social and professional ethics.
3	3. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
4	4. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. - To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
5	5. Be able to examine the application of production processes in the textile industry. Be able to identify problems, to develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. Be respectful their own history and be conscious about the subjects of social responsibility, universal and social and professional ethics.
6	6. Be able to examine the application of production processes in the textile industry. To be aware solutions and applications of the effects of global and societal context in technician-level; being aware of entrepreneurship and innovation, and to have knowledge of the issues of the age.
7	7. To gain the knowledge and awareness of Atatürk's principles & reforms and using Turkish Language effectively.
8	8. To gain the knowledge about his/her society and to gain a different point of view about 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
P2	2	2	2	2	2
P3	2	2	2	2	2

