



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		İK357		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The primary aim of this course is to explain to the students that service organizations (e.g. banks, educational institutions, hospitals, hotels, professional services, insurance companies, transportation companies, consulting companies) require a distinctive approach to marketing strategy - both in its development and in its execution. The second aim of the course is to focus on the role of service in manufacturing businesses in an attempt to reveal that the manufactured goods sector should also use "service" as a primary source of competitive advantage.							
Course Content		Explain key concepts and approaches in service quality management							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Prof. Fisun YÜKSEL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Valarie A. Zeithaml, Mary Jo Bitner and Dwayne Gremler (2008), Services Marketing: Integrating Customer Focus Across the Firm, 5th ed., McGraw-Hill/Irwin.
2	Christian Gronroos (2007), Service Management and Marketing: Customer Management in Service Competition, 3rd ed., Wiley.
3	Adrian Palmer (2011), Principles of Services Marketing, 6th ed., McGraw-Hill Higher Education.
4	Christopher H. Lovelock and Jochen Wirtz (2010), Services Marketing: People, Technology, Strategy, 7th ed., Prentice Hall.

Week	Weekly Detailed Course Contents	
1	Theoretical	Consumer Behaviour in a Services Context
2	Theoretical	Developing Service Products: Core and Supplementary Elements
3	Theoretical	Distributing Services through Physical and Digital Channels
4	Theoretical	Setting Prices and Implementing Revenue Management
5	Theoretical	Positioning Services in Competitive Markets
6	Theoretical	Promoting Services and Educating Customers
7	Theoretical	Designing and Managing Service Processes
8	Intermediate Exam	mid-term
9	Intermediate Exam	mid-term
10	Theoretical	Managing Customer Relationships and Building Loyalty
11	Theoretical	Complaint Handling and Service Recovery
12	Theoretical	SERVQUAL and Alternative Instruments for Measuring Service Quality
13	Theoretical	Improving Service Quality and Productivity
14	Theoretical	Ethical Issues in Services Marketing
15	Theoretical	Group Project Presentations
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21



Final Examination	1	25	1	26
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Outline the differences between manufacturing and service organizations
2	Describe unique challenges faced by services managers
3	Discuss the role of customer in the supply of services
4	Analyze the service experience from customers' point of view
5	Explain key concepts and approaches in service quality management
6	Apply concepts learned to business cases
7	Participate in class discussions with classmates and lecturer
8	Prepare a services marketing group project

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L2	L3	L4	L5	L6	L7	L8
P1	1	1	2	2	3	2	1	1
P2	1	1	3	1	2	3	2	3
P3	3	3	1	4	1	2	3	2
P4	4	4	5	5	2	1	2	4
P5	2	2	2	3	3	3	4	3
P6	1	1	1	2	5	4	2	2
P7	2	2	2	1	2	3	5	2
P8	3	3	3	4	1	5	2	5
P9	4	4	4	2	2	2	1	2
P10	1	1	2	3	3	3	2	1
P11	1	1	1	2	4	4	2	2
P12	1	1	1	2	2	1	1	1



P13	5	5	5	4	1	2	3	4
P14	4	4	4	2	2	3	5	3
P15	1	3	3	3	3	3	1	1

