



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Service Marketing							
Course Code		IYO256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The basic concepts of service marketing is taught to the students. Service marketing mix elements, is to explain what should be done about that service businesses of customer complaints and customer retention.							
Course Content		The course of the examination of the environmental conditions that affected service marketing concept of the definition of services marketing activities and serve to explain the marketing process of the elements that serve marketing mix and service businesses in customer complaints and handling of customer retention is the way							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	• Öztürk Ayşe (2006) Hizmet Pazarlaması, Ekin Kitabevi, Karahan Kasım (2000) Hizmet Pazarlaması, Beta Yayınevi, İslamoğlu Ahmet vd. (2006) Hizmet Pazarlaması, Beta Yayıncılık.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to service marketing
2	Theoretical	Customer satisfaction and service quality
3	Theoretical	Customer expectations and management
4	Theoretical	Perception of consumer behavior and service quality.
5	Theoretical	Physical items in service delivery
6	Theoretical	Product concept in service marketing
7	Theoretical	Pricing of Services
8	Theoretical	Supply and demand management in service sector
9	Intermediate Exam	Midterm exam
10	Theoretical	Customer complaints management
11	Theoretical	Customer retention ways
12	Theoretical	Customer satisfaction methods in individual services
13	Theoretical	Relational marketing
14	Theoretical	Case studies
15	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	12	1	13
Final Examination	1	16	1	17
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	That disclose concepts and facts that form the basis of service marketing.
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2	It synthesizes the concepts of service quality, customer expectations and customer satisfaction and presents the recommendations for implementation.
3	To know with relation of the basic principles of the service sector pricing and develop pricing strategies
4	With synthesize the quality of service, customer expectations and customer satisfaction and offers practical suggestions for these
5	Supply and demand management issues in the services sector makes analysis and s marketing strategy

