



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Banking and Insurance Services Marketing							
Course Code		BSO251		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The services carry out marketing and sales activities. To display what services are and identify trends in the service sector, explain new concepts and main decision points of service sector and service marketing, display the need for services marketing and why the need has developed and accelerated over the last years.							
Course Content		Bu dersin içeriği, hizmet pazarlaması kavramının tanımı ile çeşitli hizmet sektörlerinin gözden geçirilmesi, hizmet pazarlama sürecinin elemanları olan hizmet pazarlaması karma elemanlarının ele alınması, hizmet işletmelerinde müşteri şikayetleri ve müşteri tutma yolları ve konuların bunlara ilişkin örnek olaylarla pekiştirilmesi ve tartışma fırsatı yaratılmasıdır.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Zeliha Semra KILINÇ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	-Özer, L., Kazancı, Ş. , Yılmazel S.E. ,Şen Küpeli, T. ,Kuş Demiray D. ,Ozanözü, A.M. ,Yaylacı, A. ,Onuklu, N.N. (2016).Hizmet Pazarlaması Güncel Konular ve Yaklaşımlar, Detay Yayıncılık.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Market structure of banking and insurance sector
2	Theoretical	Characteristics and marketing of banking services
3	Theoretical	Planning and strategies for banking services
4	Theoretical	Determination of the price of bank services
5	Theoretical	Distribution activities in the services of the Bank
6	Theoretical	Promotion activities of the bank services
7	Theoretical	Repeating courses
8	Theoretical	MidTerm Exam
9	Theoretical	An overview
10	Theoretical	Insurance marketing, services, features
11	Theoretical	Insurance services, marketing planning
12	Theoretical	Integrated marketing communication in service
13	Theoretical	Service pricing
14	Theoretical	again
15	Theoretical	Tekrar
16	Final Exam	Final

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	2	16
Final Examination	1	14	2	16
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Explain the properties of banking services
2	Banking service planning and strategies to explain
3	3) Services of the Bank to explain the price determination
4	Knows, develops and maintains relationships with service customers
5	Performs analysis and applications on e-service.

