



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Services Marketing							
Course Code		ISL311		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to introduce the service concept, the basic characteristics of services, service management, service strategies, service quality issues.							
Course Content		characteristic and definition of service, organization structure in the service, service market planning and service marketing mix (7p), design of services, delivery, promotion and pricing, of services, participants and management of service staff in the service, physical evidence in the service, process management in services, Service receiver and techniques, communication and technology techniques in the service, measurement and quality of service, service and relationship marketing, internal marketing in service, summary of the subjects and overall evaluation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Prerequisites & Co-requisites

ECTS Requisite	55
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	HAKSEVER, Cengiz; Render, Barry; Russell, Roberta S.; Murdick, Robert G., Service Management and Operations, Prentice Hall, New Jersey, 2000.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The aim of the course and method of the subject and the marketing concept, service and service-related concepts, the service sector
2	Theoretical	Service Provider Marketing Management Process; Consumer Behavior
3	Theoretical	Growth and Competitive Strategies
4	Theoretical	Product as a Service
5	Theoretical	Pricing of services
6	Theoretical	Distribution Decisions
7	Theoretical	Promotion Decisions
8	Intermediate Exam	Midterm Exams
9	Theoretical	In Service Sector Employee, Customer, and Physical Evidence
10	Theoretical	Demand and Capacity Management in Service Firms
11	Theoretical	Service Quality and Service Encounters
12	Theoretical	Customer Satisfaction and Customer Loyalty in Service Sector
13	Theoretical	Efficiency and Productivity in Service Sector
14	Theoretical	Student Presentations and Case Study
15	Theoretical	Student Presentations and Case Study
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70



Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Analyzes the developments in the service sector in general economic structure
2	Learns the basic characteristics of service and its distinction from tangible products
3	Understands the difference between service marketing and marketing of other products
4	Understands the importance of utilizing different components of the marketing mix in service business
5	Knows the basic principles of pricing in the service sector and creates appropriate pricing strategies.

Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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	4	4	4	3	3
P2	4	3	4	3	3
P3	4	2	3	3	3
P4	4	2	3	2	2
P5	4	3	3	2	5
P6	3	3	2	2	4
P7	3	3	2	2	3
P8	3	4	2	3	3
P9	3	5	3	3	3
P10	4	4	4	4	3

