



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	MANAGEMENT	<b>Dept. Numeric Code</b>	3 2
<b>Course Code</b>	M A N 4 3 9	<b>Number of Weekly Lecture Hours</b>	3
		<b>Number of Weekly Lab/Tutorial Hours</b>	-
		<b>Number of Credit Hours</b>	3
<b>Course Web Site</b>	http://man439.cankaya.edu.tr		<b>ECTS Credit</b>
			0 5

#### Course Name and Other Course Information

*This information will appear in the printed catalogs and on the web online catalog.*

<b>English Name</b>	Services Marketing
<b>Turkish Name</b>	Hizmet Pazarlaması
<b>Mode of Delivery</b>	Face to Face
<b>Language of Instruction</b>	English

#### Course Description

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

Central themes of the course is based on the fact that services pose unique challenges and require a distinctive approach to marketing strategy – both in its development and execution. Therefore, the course builds upon and expands the marketing management concepts and adapts them to the services sector. The course deals with marketing as a tool to examine how to improve service quality, increase and maintain customer satisfaction level and generate customer loyalty, and create a healthy service culture within the firm.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s)           X <input checked="" type="checkbox"/> Elective course for dept.           X <input checked="" type="checkbox"/> Elective course for other dept.(s)			

**Part II. Detailed Course Information****Course Objectives***Maximum 100 words.*

The main objectives of this course are to develop an ability to evaluate, implement and lead effective marketing programs in service companies and organizations. Specifically, the course will center on providing students with the knowledge of how marketing plays a key role in the success or failure of the service organizations.

Class sessions will primarily center on case-based learning, with lectures to highlight key frameworks and concepts. Assignments provide students with a hands-on understanding of concepts and methods being used by practitioners in today's competitive markets to analyze customer/client requirements; measure service quality; and design, promote, and deliver outstanding service.

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Learn how customer behavior and expectations play a role in the service environment
2. Comprehend the key considerations in selling and marketing services
3. Understand branding, promoting and positioning of services
4. Comprehend the complexities of managing demand and capacity in service organizations
5. Learn distribution and pricing considerations
6. Learn how to build customer loyalty and assess customer lifetime value
7. Understand the importance of workforce development and organizational culture in delivering quality

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
K. Douglas Hoffman and John E.G. Bateson	Services Marketing: Concepts, Strategies, & Cases	South-Western College Pub	2016	978-1285429786
Christopher Lovelock and Jochen Wirtz	Services Marketing: People, Technology, Strategy	World Scientific Publishing	2016	978-1944659011

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

There will be a three-hour lecture every week. This course involves a range of teaching methods: Lectures will provide core theoretical concepts relating to individual topics in services marketing

Services marketing as a topic area is changing fast. Course material will be broadly based on the prescribed texts but we will also use current case material and other selected readings.

**Laboratory/Studio Work**

Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.

N/A

**Computer Usage**

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

**Course Outline**

List the weekly topics to be covered.

Week	Topic(s)
1	Understanding Service Products, Consumers, and Markets
2	Creating Value in the Service Economy
3	Positioning Services in Competitive Markets
4	Developing Service Products and Brands
5	Service Marketing Communications
6	Designing Service Processes
7	Midterm exam
8	Managing People for Service Advantage
9	Developing Customer Relationships
10	Managing Relationships and Building Loyalty
11	Complaint Handling and Service Recovery
12	Improving Service Quality and Productivity
13	Building a World Class Service Organization
14	Term Project Presentations

**Grading Policy**

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm	1	20						
Take-home assignments	5	15						
Term Project	1	35						
Final Exam	1	30						

**ECTS Workload**

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	13	3	39
Attending Labs/Recitations ( <i>weekly basis</i> )	-	-	-
Compilation and finalization of course/lecture notes ( <i>weekly basis</i> )	13	1	13

Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	13	2	26
Take-home assignments	5	3	15
Preparation for quizzes	-	-	-
Preparation for mid-term exams ( <i>including the duration of the exams</i> )	1	8	8
Preparation of term paper/case-study report ( <i>including oral presentation</i> )	-	-	-
Preparation of term project/field study report ( <i>including oral presentation</i> )	1	12	12
Preparation for final exam ( <i>including the duration of the exam</i> )	1	10	10
TOTAL WORKLOAD / 25			126/25
<b>ECTS Credit</b>			<b>5</b>

<b>Program Qualifications vs. Learning Outcomes</b> Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.						
No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.	X				
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.		X			
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.					X
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.		X			
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.					X
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.		X			
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.		X			
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.	X				
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.				X	
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest