

Course Profile
Department of Management / Management Program

Course Number : MAN487	Course Title : Services Marketing
Required / Elective : Elective	Pre / Co-requisites (preferred) : MAN 341
Catalog Description: This course studies the marketing of services both as core products and as supplements.	Textbook / Required Material : <i>Services Marketing</i> . 6th Edition, Christopher Lovelock, Jochen Wirtz, 2007, Prentice-Hall.
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
<p>Extended Description :</p> <p>Services are becoming the dominant competitive advantage in the economy. Superior service drives the competitive advantage of leading companies in industries such as tourism, logistics, healthcare and financial services. Even for companies not considered traditional service companies, services represent their primary growth and profitability strategies into the 21st century. For example, GE, a company with a great number of product offerings, now generates approximately 60% of current profits from services. The objective of this course is to study services marketing as a separate area of marketing practice by</p> <ul style="list-style-type: none"> -understanding the unique challenges involved in marketing and managing services; -identifying differences between marketing in service versus manufacturing/product organizations and to understand how "service" can be a competitive advantage; -analyzing the various components of the "services marketing mix" (the 4 P's); -studying the role of employees and customers in service delivery, customer satisfaction, and service recovery. 	
Design content : None	Computer usage: for Lecture and Student Presentations
<p>Course Outcomes:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand key principles, concepts and terms associated with services marketing – including the differences between services and goods marketing, and the concept of the 8 Ps. [2, 9] 2. Construct a flowchart identifying the service processes from the customer and provider perspectives. [3, 9, 11] 3. Distinguish between levels of customer contact; and core versus supplementary service elements. [2, 9] 4. Understand the concepts/value of customer loyalty, customer retention and service recovery [2, 9, 13, 14] 5. Explain concepts of competitive positioning and service marketing strategies. [1, 2, 9, 11, 14] 6. Understand and apply aspects of productivity, quality and service delivery. [2, 9, 13] 7. Understand elements of costs service pricing strategy. [2, 9, 12, 13, 14] 	

8. Explain the role and components of communication for services. [2, 9, 12, 13, 14]
 9. Apply concepts of balancing service demand and capacity. [2, 5, 9, 11, 13]

Recommended reading:

Various Assigned Services Marketing Cases.

Teaching methods

Case Discussions, Lectures, Presentations.

Assessment methods:

Mini Presentation: % 10

Midterm: % 30

Pop Quizzes: %20

Final Examination: % 40

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	15	3	45
Lectures	15	3	45
Team work for Mini Presentation	1	10	10
Midterm	1	15	15
Pop Quizzes	5	3	15
Final	1	20	20

TOTAL: 150 hours / 25 = 6 ECTS

Weekly Subjects and Related Preparation Studies

Week	Subject	Related Preparation
1	Introduction to Services Marketing	Services Marketing, Christopher Lovelock et al. Pearson
2	The Service Concept	Services Marketing, Christopher Lovelock et al. Pearson
3	Types of Services	Services Marketing, Christopher Lovelock et al. Pearson
4	The Service Product	Services Marketing, Christopher Lovelock et al. Pearson
5	Services Pricing	Services Marketing, Christopher Lovelock et al. Pearson
6	Distribution of Services	Services Marketing, Christopher Lovelock et al. Pearson
7	Communicating the Service	Services Marketing, Christopher Lovelock et al.

		Pearson
8	Service Environment	Services Marketing, Christopher Lovelock et al. Pearson
9	Service Employees- the People	Services Marketing, Christopher Lovelock et al. Pearson
10	Balancing Demand and Capacity	Services Marketing, Christopher Lovelock et al. Pearson
11	Service Processes	Services Marketing, Christopher Lovelock et al. Pearson
12	Productivity and Quality	Services Marketing, Christopher Lovelock et al. Pearson
13	Service Sabotage and Revoverly	Services Marketing, Christopher Lovelock et al. Pearson
14	Service Leadership	Services Marketing, Christopher Lovelock et al. Pearson

The Relationship Between Course Learning Outcomes and Program Qualifications

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting	X				
2	Integrate the theories with the real life functions.				X	
3	Communicate and present ideas effectively in verbal and written.				X	
4	Participate in a team work effectively and increase the dynamics of the team.				X	
5	Use computer-based technology and related packaged software.			X		
6	Consider the principal laws that provide the legal framework for business.	X				
7	Hold a basic knowledge about accounting methods and their applications in business world.	X				
8	Apply financial analysis techniques within a business environment.		X			
9	Identify the functions of marketing and their applications to business.					X
10	Utilize basic quantitative analysis and their applications in the business world.		X			
11	Apply basic principles of business processes and project management techniques.			X		
12	Utilize the skills and techniques of data collection for problem solving and decision making.		X			
13	Achieve an interdisciplinary point of view.					

						X
14	Have the consciousness of business ethics and social responsibility issues.					X
Prepared by : Mısra Ç. Gül				Revision Date : 06/2013		