

SERVICES MARKETING

1	Course Title:	SERVICES MARKETING
2	Course Code:	ISL4312
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	Prof. Dr. Murat Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	mhakan@uludag.edu.tr, 0 224 2941066, Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü
17	Website:	
18	Objective of the Course:	Teaching international marketing strategies which enterprises should put into practice in our world
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Understanding service and its differences
	2	To learn services marketing
	3	To actualize services management and application processes.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Definition of service and service characteristics	
2	Organization structure in services	
3	Services marketing planning and services marketing mix (7p's)	
4	Designing services	

5	Distributing, promoting and pricing services	
6	Participants in services and managing services personnels.	
7	Physical evidence in services	
8	Process management in services	
9	Service encounter and its methods	
10	Communication in services and its techniques	
11	Service quality and its measurement	
12	Services and relationship marketing	
13	Internal marketing in services	
14	Summarizing lecture subjects and general evaluation	

22	Textbooks, References and/or Other Materials:	Hizmet Pazarlaması, Kasım Karahan; David Palmer, Services Marketing.
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Completion of Final Exam to Success Grade	60	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preparation	14	4.00	56.00
Measurement and Evaluation Techniques Used in the			
Homeworks	1	10.00	10.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	0.00	0.00
Others	1	6.00	6.00
Final Exams	1	36.00	36.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	4	4	5	0	0	0	5	0	0	3	5	0	0	0	0
ÖK2	4	4	4	4	0	0	0	5	0	0	3	4	0	0	0	0
ÖK3	5	4	4	4	0	0	0	5	0	0	0	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High
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