

SERVICE MARKETING

1	Course Title:	SERVICE MARKETING
2	Course Code:	HIPS242
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. AHMET NECA GÖKGÜL
15	Course Lecturers:	MYO'ların Yönetim Kurullarının Görevlendirdiği Öğretim Elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. İsmail ÇAKMAK B.U.Ü. Orhaneli Meslek Yüksekokulu 0 (224) 294 26 86 - 62424
17	Website:	
18	Objective of the Course:	The objective of the course is to make students aware of services, applications and techniques for marketing of these services.
19	Contribution of the Course to Professional Development:	Having the basic knowledge of the service sector, which is among the career options of the student
20	Learning Outcomes:	
	1	Knowing services.
	2	Having information about services and features.
	3	Having information about service marketing.
	4	To be able to master the methods and techniques used in the marketing of services.
	5	Having information about the role of call centers on service marketing.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Definition of service term and features of services	Service sector applications-1
2	Definition and features of services	Service sector applications-2
3	Definition of service marketing and related terms	Service sector applications-3
4	Consumer behavior in service marketing	Service sector applications-4

5	CRM in service marketing	Finance sector applications-1
6	Marketing strategies in services	Finance sector applications-2
7	Market segmentation, targeting and positioning in service marketing	Banking sector applications-1
8	Service marketing mix-product	Banking sector applications-2
9	Service marketing mix-price	Banking sector applications-3
10	Service marketing mix-place	Banking sector applications-4
11	Service marketing mix-promotion	Banking sector applications-5
12	Service marketing mix-physical evidence, process and people	Banking sector applications-6
13	Methods and techniques which used in service marketing	Insurance industry applications-1
14	Role and practices of call centers in service marketing	Insurance industry applications-2

22	Textbooks, References and/or Other Materials:	Service Marketing and Management, Erdoğan Koç, Seçkin Publishing, 2021 Presentations prepared by the instructor
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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

Activites	Number	Duration (hour)	Total Work Load (hour)
Contribution of Term (Year) Learning Activities to Success Grade	40.00	1.00	14.00
Practicals/Labs	14	2.00	28.00
Contribution of Final Exam to Success Grade	60.00	1.00	14.00
Self study and preperation	14	2.00	28.00
Homeworks	14	2.00	28.00
Measurement and Evaluation Techniques Used in the Course	0.00	0.00	0.00
Field Studies	0	0.00	0.00

Midterm exams	1	1.00	1.00
Others	0	0.00	0.00
Final Exams	1	1.00	1.00
Total Work Load			86.00
Total work load/ 30 hr			2.87
ECTS Credit of the Course			3.00

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	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK2	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK3	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK4	4	5	5	4	3	4	1	1	1	2	2	1	1	1	2	1

ÖK5	3	5	5	4	2	5	1	2	2	3	2	1	2	3	3	1
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			