

COURSE RECORD

Code	BA 348
Name	Service Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Type	Elective
Prerequisites	BA203 or BA471
Description	This course explores the principles of service marketing in an increasingly service-dominated economy. It highlights how services differ from tangible goods through the concepts of intangibility, inseparability, variability, and perishability. Students will examine theories and practical strategies for managing service offerings. Key topics include revenue management, customer experience, service quality, the role of employees, and the development of customer loyalty in service environments.
Objectives	Understanding the distinct characteristics of service marketing. Exploring revenue management and demand-capacity balancing in services. Applying marketing mix elements to enhance customer experience and loyalty. Examining the strategic role of human factors in service delivery.
Learning Outcomes	<i>By the end of the course, the student will be able to,</i> LO1. Explain the unique characteristics of services and their marketing implications. LO2. Demonstrate understanding of revenue management and balancing demand and capacity in services. LO3. Apply the 7Ps of marketing mix elements to service contexts effectively. LO4. Use strategies for customer service management and loyalty building. LO5. Analyze methods to enhance customer experience in the service industry. LO6. Evaluate the critical role of human factors in services.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	1	0	1	2	2	2	2	2
L02	4	3	2	1	1	2	2	2	2	2
L03	5	3	1	1	1	2	2	3	2	3
L04	4	3	2	2	2	3	3	3	2	3
L05	4	4	2	2	2	3	3	3	3	3
L06	3	3	3	2	2	3	4	2	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IL01	IL02	IL03	IL04	IL05	IL06	IL07
L01	5	3	2	2	2	3	2
L02	4	3	2	2	2	3	2
L03	5	3	2	2	2	3	2
L04	5	4	2	2	3	4	3
L05	5	4	2	2	3	4	3
L06	5	4	2	2	3	4	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Introduction to Service Marketing	L01, L02, L03
Understanding customer behavior in services industry	L04, L05, L06
Applying 4Ps of Marketing to services	L01, L03, L04

Distribution of services through physical and online channels	L02, L03, L04
Creating revenue management strategy	L02
Service marketing communications	L03
Balancing demand and capacity	L02
Human resource management in service industry	L06
Building loyalty through relationship management	L04, L05
Improving service quality and reducing customer complaints	L03, L04, L05
Analyzing service delivery processes	L03, L04, L05

DERS BİLGİLERİ

Kodu	BA 348
İsmi	Hizmet Pazarlaması
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA203 veya BA471
İçerik	Bu ders, hizmet odaklı hale gelen ekonomide hizmet pazarlamasının ilkelerini ele alır. Hizmetlerin somut ürünlerden farklılık gösterdiği; soyutluk, ayrılmazlık, değişkenlik ve bozulabilirlik gibi özellikler üzerinde durulur. Öğrenciler, hizmet sunumlarını yönetmeye yönelik teorileri ve pratik stratejileri inceleyeceklerdir. Gelir yönetimi, müşteri deneyimi, hizmet kalitesi, çalışanların rolü ve müşteri sadakati gibi temel konular kapsamlı olarak ele alınır.