

**COURSE RECORD**

Code	<b>BA 348</b>
Name	<b>Service Marketing</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course introduces services marketing where the world becomes much more serviced-based economy. Marketing of services differs from marketing of physical goods in four ways, intangibility, inseparability, variability, and perishability. This course focuses on the theoretical framework and practical implications of services marketing. Finally, topics such as revenue management, human factor in services, service quality and loyalty will be covered.
Objectives	<ol style="list-style-type: none"> <li>1. Understanding the characteristics of service marketing</li> <li>2. Understanding the revenue management and balancing demand and capacity in services</li> <li>3. Applying marketing mix elements to improve customer experience, to manage customer service and to enhance loyalty.</li> <li>4. Understand the importance of human factor in services.</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to,</i></p> <p>LO1: Explain the characteristics of service marketing  LO2: Demonstrate knowledge about revenue management and balancing demand and capacity  LO3: Determine the application of 4Ps of Marketing to services.  LO4: Implement the management of customer services and enhancing loyalty  LO5: Analyze how to improve customer experience in service industry  LO6: Explain the importance of human factor in services.</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

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

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

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introduction to Service Marketing	L01, L02, L03, L04, L05, L06
2	Understanding customer behavior in services industry	L04, L05, L06
3	Applying 4Ps of Marketing to services	L01, L03, L04
4	Distribution of services through physical and online channels	L02, L03, L04
5	Creating revenue management strategy	L02
6	<b>Midterm exam</b>	
7	<b>LFW</b>	L01, L02, L03, L04, L05, L06
8	Service marketing communications	L03
9	Balancing demand and capacity	L02
10	Human resource management in service industry	L06
11	Building loyalty through relationship management	L04, L05
12	Improving service quality and reducing customer complaints	L03, L04, L05
13	Analyzing service delivery processes	L03, L04, L05
14	<b>Final Exam</b>	

**DERS BİLGİLERİ**

Kodu	<b>BA 348</b>
İsmi	<b>Hizmet Pazarlaması</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, dünyanın daha çok hizmete dayalı ekonomi haline geldiği günümüzde, hizmet pazarlamasını tanıtır. Hizmetlerin pazarlanması, fiziksel malların pazarlanmasından dört şekilde farklılık gösterir; soyutluk, ayrılmazlık, değişkenlik ve bozulabilirlik. Bu ders teorik çerçeveye ve hizmet pazarlamasının pratik uygulamalarına odaklanmaktadır. Son olarak, gelir yönetimi, hizmetlerde insan faktörü, hizmet kalitesi ve sadakat gibi konular ele alınacaktır.