

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İşletme			
Course Title: SERVICES MARKETING		Course Org. Title: SERVICES MARKETING	
Course Level: Lisans		Course Code: MRK 4211	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 06/08/2014	
Weekly Course Hours: 3		Course Coordinator: DOÇ.DR. BİLGE AYKOL	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

COURSE / MODULE / BLOCK DETAILS

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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course

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Access: [www.deu.edu.tr](http://www.deu.edu.tr)

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Instructor/s:

DOÇ.DR. BİLGE

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## Course Objective:

The primary objective of the course is to help students succeed in their potential roles as executives of service-producing organizations, or of goods-producing organizations that wish to emphasize the service dimension of their product offering for competitive advantage. The second objective of this course is to encourage students to adopt a constructive, critical posture as customers of service organizations.

## Learning Outcomes:

- 1 Demonstrate an understanding of the crucial and growing role played by services in the world economy.
- 2 Recognize service marketing strategies of the companies with the purpose of understanding the complexities of service design, delivery, and communication in the real business life.
- 3 Work effectively as part of a team participating and interacting in the group in a productive manner for him/herself and for the group as a whole.
- 4 Improve oral and written communication skills through class discussions and presentations.

## Learning and Teaching Strategies:

1. Lecture
2. Assignments
3. Presentations
4. Class discussion

## Assessment Methods:

Name	Code	Calculation formula
Midterm	MT	
TermProject	TP	
Final	FN	
BNS	BNS	MT * 040 + TP * 020 + FN * 040
Bütünleme Notu	BUT	
Bütünleme Sonu Başarı Notu	BBN	MT * 040 + TP * 020 + BUT * 040

## Further Notes about Assessment Methods:



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**Assessment Criteria:****1. Midterm Exam**

Students will be assessed on their knowledge of concepts and theories through a midterm exam containing essay questions.

**2. Assignments**

Assignment contains a blueprinting report. Students are expected to create a service design, note failure points, and recommend solutions.

**3. Final Exam**

Students will be assessed on their knowledge of concepts and theories through a midterm exam containing essay questions.

**Textbook(s)/References/Materials:**

Lovelock, C. & Wirtz, J. (2011). *Services Marketing: People, Technology, and Strategy*. Upper Saddle River, NJ:Pearson.

Vargo, S.L. & Lusch, R.F (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1): 1-17.

Grove, S.J., Fisk, R.P., & Bitner, M.J. (1992). Dramatizing the service experience: A managerial approach. *Advances in Services Marketing and Management*, 1, 91-121.

Pine, B.J., & Gilmore, J.H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76 (4), 97-105.

Pine, B.J. & Gilmore, J.H. (2008). The eight principles of strategic authenticity. *Strategy & Leadership*, 36(3), 35 ? 40.

Bitner, M.J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56 (April): 57-71.

Bitner, M.J., Booms, B.H. & Mohr, L.A. (1994). Critical Service Encounters: The Employee's Viewpoint. *Journal of Marketing*, 58(4): 95-106.

**Course Policies and Rules:**

Attending at least 70 percent of lectures is mandatory.

Plagiarism of any type will result in disciplinary action.

Students are expected to participate actively in class discussions.

Students are expected to attend to classes on time.

Students are expected to prepare ahead of time for class.

Students are expected to follow appropriate business etiquette regarding cell phones.



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Contact Details for the Instructor:

[bilge.aykol@deu.edu.tr](mailto:bilge.aykol@deu.edu.tr)

Office Hours:

To be announced.

Course Outline:

Week	Topics:	Notes:
1	Introduction to the course Chapter 1: New Perspectives on Marketing in the Service Economy	
2	Chapter 1: New Perspectives on Marketing in the Service Economy	
3	Chapter 2: Consumer Behavior in a Services Context	
4	Chapter 4: Developing Service Products: Core and Supplementary Elements	
5	Konuk konuşmacı	
6	Chapter 5: Distributing Services through Physical and Electronic Channels	
7	Chapter 6: Setting Prices and Implementing Revenues Management	
8	Chapter 7: Promoting Services and Educating Customers	
9	Chapter 8: Designing and Managing Service Processes	
10	Chapter 11: Managing People for Service Advantage	
11	Assignment discussion	
12	Assignment discussion	



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## ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

## Exams

Midterm	1	1	1
Final	1	1	1

## Out Class activities

Preparation for midterm exam	1	20	20
Preparations before/after weekly lectures	12	2	24
Preparation for final exam	1	40	40
Total Work Load (hour)			122
ECTS Credits of the Course= Total Work Load (hour) / 25			5