

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE
SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS FORM**

MAR 308 Service Marketing							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Service Marketing	MAR 308	6	3	0	0	4	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving

Course Objective
<p>The objective of this course is to provide students with the concepts and tools that allow to manage the service offer of a manufacturing firm. The seminar aims at explaining the process of service infusion in manufacturing, that is the challenges that a firm has to face when shifting from a pure product logic to a product + service logic. At the end of the course the student will be able to: understand the changes that are involved when a manufacturing firm develops a service offer; understand the internal change processes that are necessary to develop a service offer in a manufacturing firm; know the factors that guide the management of service activities related to products.</p>

Learning Outcomes
<p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> - To comprehend the Foundations for services marketing - To understand customer requirements - To understand Aligning service design and standards - To master Delivering and performing service - To master Managing service promises

Course Outline

This course addresses a very current and relevant issue in the world economy landscape: the management of service activities. Perhaps it is not well-known that more than 70% of the GDP of advanced economies is generated by service activities and that more than 65% of jobs are in services. Health, education, after-sales services, consulting, financial services, tourism ... are just some examples of activities that involve the sale of a product associated with a service or the provision of a "pure" service.

But what are the managerial challenges associated to the production of a service? What are the implications of the intangibility, the perishability of service, the heterogeneity in its delivery, and the inseparability between the phases of production and consumption of a service?

This course aims to answer these questions by highlighting the specificities of service production and the theories and techniques that best manage these specificities.

At the end of the course, the horizon of the opportunities offered by the services activities will be extraordinarily wider.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Introduction to services (Wilson, Zeithaml, Bitner, & Gremler, Chap.1)	<input type="checkbox"/> Service dominant logic <input type="checkbox"/> Service and technology <input type="checkbox"/> Characteristics of services impacting on marketing activities <input type="checkbox"/> Services marketing mix
2-3	Consumer behaviour in services (Wilson, Zeithaml, Bitner, & Gremler, Chap.2)	<ul style="list-style-type: none"> - Consumer choice - Consumer experience - Post-experience evaluation - Understanding differences among consume
	Customer expectations of service (Wilson, Zeithaml, Bitner, & Gremler, Chap.3)	<ul style="list-style-type: none"> - Importance of customer expectations - Meaning and types of service expectations - Factors that influence customer expectations of ser
	Customer perceptions of service (Wilson, Zeithaml, Bitner, & Gremler, Chap.4)	<ul style="list-style-type: none"> - Customer perceptions - Customer satisfaction - Ensuring high customer satisfaction - Service quality
4	The gaps model of service quality (Wilson, Zeithaml, Bitner, & Gremler, Chap.5)	<ul style="list-style-type: none"> - The customer gap - The provider gaps

5	Listening to customers (Wilson, Zeithaml, Bitner, & Gremler, Chap.6)	<ul style="list-style-type: none"> – Customer databases and big data – Using marketing research to understand customer expectations – Ethics in marketing research
6	Building customer relationships (Wilson, Zeithaml, Bitner, & Gremler, Chap.7)	<ul style="list-style-type: none"> – Relationship marketing – Relationship value of customers – Customer profitability segments – Relationship development strategies
7	Service innovation and design (Wilson, Zeithaml, Bitner, & Gremler, Chap.8)	<ul style="list-style-type: none"> – Challenges of service innovation policy – New service development processes – Types of new services – Stages in service innovation and development
8	MIDTERM EXAM	
9	Customer-defined service standards (Wilson, Zeithaml, Bitner, & Gremler, Chap.9)	<ul style="list-style-type: none"> – Factors necessary for appropriate service standards – Types of customer-defined service standards
	The physical and virtual servicescape (Wilson, Zeithaml, Bitner, & Gremler, Chap.10)	<ul style="list-style-type: none"> – Physical evidence – Types of servicescapes – Strategic roles of the servicescape
10	Employees' roles in service delivery Opening example: The critical role of the employees (Wilson, Zeithaml, Bitner, & Gremler, Chap.11)	<ul style="list-style-type: none"> – Service culture – The critical importance of service employees – Strategies for delivering service quality through people
	Customers' roles in service delivery (Wilson, Zeithaml, Bitner, & Gremler, Chap.12)	<ul style="list-style-type: none"> – The importance of customers in service co-creation and delivery – Customers' roles – Self-service technologies – the ultimate in customer participation – Strategies for enhancing customer participation

11	Delivering service through electronic channels and intermediaries (Wilson, Zeithaml, Bitner, & Gremler, Chap.13)	<ul style="list-style-type: none"> - Delivering service through electronic channels - Delivering service through mobile channels - Other forms of service distribution
12	Managing demand and capacity (Wilson, Zeithaml, Bitner, & Gremler, Chap.14)	<ul style="list-style-type: none"> - The underlying issue: lack of inventory capability - Capacity constraints - Demand patterns - Strategies for matching capacity and demand
13	Service recovery (Wilson, Zeithaml, Bitner, & Gremler, Chap.15)	<ul style="list-style-type: none"> - The impact of service failure and recovery - How customers respond to service failures - Customers' recovery expectations
14	Managing external and internal Communications (Wilson, Zeithaml, Bitner, & Gremler, Chap.16)	<ul style="list-style-type: none"> - The need for coordination in online and offline marketing communication channels - Key service communication challenges
	Pricing of services (Wilson, Zeithaml, Bitner, & Gremler, Chap.17)	<ul style="list-style-type: none"> - Approaches to pricing services - Pricing strategies that link to the four value definitions
15	The financial impact of service quality (Wilson, Zeithaml, Bitner, & Gremler, Chap.18)	<ul style="list-style-type: none"> - Service and profitability: the direct relationship - Offensive marketing effects of service: attracting more and better customers - Defensive marketing effects of service: customer retention - Customer perceptions of service quality and purchase intentions
16	FINAL EXAM	

Textbook(s)/References/Materials:
Textbook: Wilson, A., Zeithaml, V., Bitner, M. J., & Gremler, D. (2016). Services Marketing: Integrating Customer Focus Across the Firm, THIRD EUROPEAN EDITION, McGraw Hill.
Supplementary References:
Other Materials:-

Assessment

Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	2	10
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	20
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation	2	4	8
Projects			
Reports			
Homework	2	4	8
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	15	15
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload		(131/25 = 5,24)	131

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO 1	To comprehend the Foundations for services marketing					X
LO 2	To understand customer requirements					X
LO 3	To understand Aligning service design and standards					X
LO 4	To master delivering and performing service					x
LO 5	To master Managing service promises					x

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)							
Nu	Program Competencies	Learning Outcomes			LO4	LO5	Total Effect (1-5)
		LO 1	LO 2	LO 3			
1	Understanding the formal and informal processes associated with a business structure.	x	x		x	x	4
2	Evaluate a business on the basis of all functional units.	x		X		x	3
3	To use analytical thinking effectively in the decisions taken for the problem solving process.			X			2
4	Having a vision of self-improvement and learning.		x		x		2
5	To carry out all activities within this framework, equipped with ethics	x		x		x	3
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.		x	X		x	3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	x	x	X	x		4
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.		x	X	x		3
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.			x			2
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		x		x		2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.			X	x	x	3
12	To follow and correctly interpret the current trends developing within the framework of marketing.	x		X		x	3
Total Effect							34

Policies and Procedures

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments: The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more than the determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.

