Course Syllabus

Code - Course Title	**PZL314 - Services Marketing**
Course Type	VI. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

Mode of Delivery	Face to face
Prerequisites	There is not a prerequesites course for this course
Courses Recomended	There is not a reccomended optional programme component.
Recommended Resources	Öztürk, S. A. Hizmet Pazarlaması(2013), Bursa: Ekin Kitabevi
Work Placement	There is no work placement.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Explaining service concept and characteristics of services	
Week - 2		Characteristics of service economy and relevant statistics	
Week - 3		Explaining the product concept in services industry	
Week - 4		Pricing of services	
Week - 5		Distribution of services	
Week - 6		Promoting services	
Week - 7		Midterm	
Week - 8		Midterm	
Week - 9		Importance and role of personnel and customer in services marketing	
Week - 10		Phyical evidences and their role in services marketing	
Week - 11		Managing demand and capasity	
Week - 12		Services quality: model and dimensions	
Week - 13		Improving services quality	
Week - 14		Internationalization of services	

Learning Outcomes

#	Learning Outcome
1	Can analyse the marketing problems that are spesific to services industry and suggest solutions
2	Can explain the differences of services from the phyisical products.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.