Course Syllabus

Code - Course Title	**PZL105 - Services Marketing**
Course Type	III. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. OKTAY EMİR

Mode of Delivery	Face to Face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no course suggested for students takşng this course
Recommended Resources	Öztürk, A. Sevgi (2010). Hizmet Pazarlaması, Ekin Basın Yayın ve Dağıtım, Bursa.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Service concept and importance of service sector	
Week - 2		Differences of service and product	
Week - 3		Services and classification of services	
Week - 4		Marketing mix component in service marketing: Product	
Week - 5		Distribution in service marketing	
Week - 6		Pricing in services	
Week - 7		Promotion mix component in service marketing: Promotion and Advertisement	
Week - 8		Promotion mix component in service marketing: Public Relation and Personal Selling	
Week - 9		Direct Marketing in service marketing	
Week - 10		Service marketing and staff	
Week - 11		Service and Customers, physical evidences in service marketing	
Week - 12		Service marketing capacity and demand management	
Week - 13		Service quality and service comparison	
Week - 14		Relational marketing in service marketing	

Learning Outcomes

#	Learning Outcome
1	defines the basic concepts related to service marketing.
2	defines the marketing mix in terms of service sector.
3	evaluates the capacity and demand management in service marketing.
4	explains the concept of service quality.
5	defines the relationship marketing.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**