

**Antalya Bilim University**  
**Department of Business Administration,**  
**BUSI 334**  
**Services Marketing**  
**Spring Term**

Office hours: All students are welcome

This course addresses challenges professionals and organizations face in creating and delivering high quality services. Assignments provide students with a hands-on understanding of concepts and methods being used by practitioners in today's competitive markets to analyze customer/client requirements; measure service quality; and design, promote, and deliver outstanding service. The course is designed for individuals who manage or aspire to manage professional practices in such areas as law or accounting, or service products and activities in financial, healthcare, educational, high-tech, manufacturing, and retail organizations. The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

**Course book:**

**Services Marketing: People, Technology, Strategy**

Christopher Lovelock, Jochen Wirtz 7<sup>th</sup> edition Global Edition, Pearson

Students are responsible to get a hard copy of the course book.

**Recommended readings:**

Additional reading material will be provided by the lecturer.

**Developing Graduate Attributes**

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

**Assessment Criteria:**

- 1) **Midterm (50%):** Students are responsible for all class material covered until the midterm exam. Exam will be **MULTIPLE CHOICE or ESSAY or HOMEWORK.**
- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be **MULTIPLE CHOICE or ESSAY or HOMEWORK.**

**Course Schedule**

**WEEK 1** Introduction to the Course and syllabus evaluation

**WEEK 2** New Perspectives on Marketing in the service economy + CASE (the instructor)

Chapter 1

**WEEK 3** Consumer Behavior in a services context

Chapter 2

**WEEK 4** Positioning services in competitive markets

Chapter 3

**WEEK 5** Developing Service Products: core and supplementary elements

Chapter 4

**WEEK 6** Distributing services through physical and electronic channels

Chapter 5

**WEEK 7** Setting prices and implementing revenue management

Chapter 6

**WEEK 8 Midterm Exam**

**WEEK 9** Promoting services and educating customers

Chapter 7

**WEEK 10** Crafting the Service Environment

Chapter 10

**WEEK 11** Managing people for service advantage

Chapter 11

**WEEK 12-13-14** Closing Observations and Remaining Chapters

**Grading Policy:**

Midterm exam 50%

Final exam 50%

**Letter Grading:**

- **Passing grade is 50 out of 100. Letter grades are TBA.**
- **ATTENDANCE IS A MUST TO ALL CLASSES.**
- **There will be IN CLASS PRESENTATIONS assigned to you.**
- **This syllabus is subject to change based on instructor's inquiry.**