



Faculty of Economics & Administrative Sciences

Department: Marketing

COURSE SYLLABUS

**Services Marketing
Short Description
Student's Copy**

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

1. Course Information

1. Course Title : **Services Marketing**
2. Course Code : **: 1307726**
3. Credit Hours : **3**
4. Prerequisite : **None**
5. Corequisite : **None**

2. Instructor Information

1. Instructor : **Dr. Zakaria Azzam**
2. Office : **364**
3. Phone :
4. Email : **dr_zak2233@yahoo.com**
5. Office Hours : **Mon. Weds. 12:00-2:00 pm.**

3. Class Time and Place

1. Class Days and Time: **Wed. 4:00-7:00**
2. Class Location : **316**
3. Lab Days and Time : **-----**
4. Lab Location : **-----**

4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

5. Resources

Main Reference Text Book: . Services Marketing :People,Technology,Strategy (2012); Christopher Lovelock ; Sixth Edition ;Prentice Hall USA.

Additional Reference (s):

6. Course Description and Purpose

1. **Services Marketing - 3 Credits.**

2. **Purpose:** The purpose of this course is to achieving the following purposes:

- Provide students with the basic concept[s] of services marketing.
- Explain and illustrate the importance of services in economy.
- Explain the differences between services and physical goods.

- Discuss and illustrate some of the environmental variables affecting services .
- Discuss and illustrate the main elements of services marketing .
- Provide students with the basic ideas of core ,supplementary and actual services.
- Provide students with the basic issues related to customer behavior in services.
- Explain and illustrate the value of services flowchart.
- Identifying the promotional, distribution ,and pricing strategies of services.

3. **Course Description:** This course covers the meaning of services and the main differences between services and physical goods. The services sector of any economy can best be characterized by its diversity. No single conceptual model suffices to cover marketing- relevant issues among services firms ranging from huge international firms in the field of airlines, banking, insurance ,telecommunication, hospitality, and education ;to locally owned operated small firms such as restaurants ,taxies ,and many B2B services. So services marketing offers a carefully designed map roads for services managers ,teaching students how different concepts , framework, and analytical procedures can be best used to examine and resolve the varied changes faced by managers in different situation.

7. Course Learning Outcomes

Upon successful completion of this course, the learner should be able to:

A- Knowledge and understanding (students should):-

- Be able to distinguish between services and physical goods.
- Be able to identify the importance of services in economy.
- Be able to analyze the main elements of services marketing mixes.
- Understanding environmental variables affecting services marketing.
- Understand the steps of services offering.
- Understand the contribution services in GDP and GNP.
- Be able to use marketing strategies in the field of services.
- Using marketing techniques to create customer relationship.
- Be able to classify services.
- Be able to develop services flowchart

B- Intellectual skills with ability to:-

- Apply the basic principles of services marketing in marketing decision.
- Apply the services marketing technique in building CRM and satisfaction.
- Prepare service process design.
- Prepare a strategically marketing plan for service.
- Use best methods to handle complaints in services firms .
- Use all possible technological tools in enhancing services marketing performances.

8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study

6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

(a) Tests

Test	Weight %	CLO	Due Date
Mid	30%	1-5	Week 6
Final	40%	1-12	Week 16
Total	70%	12	

(b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Quizzes	10%	Every Chapter	To be defined by instructor	To be defined
Total	10%			

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

(c) Assignments

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10%	1-3	Ch2,Ch3, Ch5,Ch6,Ch7,C h8,ch11.ch12	after finish every Chapter

(d) Participation

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10%	**	- Student contribution and cooperation - Course portfolio	All weeks
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,2	Distinctive Aspect Of Services Management	Research insight 1.1 pp21	Ch1	1
3,4	Customer Involvement in Services Processes	Figure 2.3 pp 42	Ch2	2
5	Managing Services Encounter	Services perspective 3.1 pp61 and research insight 3.1 pp70	Ch3	3
6,7	Customer Behavior in Services Setting	Table 4.1 pp 125 Hotels; Flow chart pp130	Ch4	5
8	▪ Mid Exam	10/12/2014,Thu	Ch1, Ch2, Ch3, and Ch4	1-4
9	Creating the Services Product	Services Flowchart	Ch8	6

	and Adding value	pp.223 Application Exercises pp.245		
10,11	Pricing Strategies for services	Table 9.2 pp. 278	Ch 9	7
12,13	Customer Education and Services Promotion	Application Exercises pp. 312	Ch10	8
14,15	Creating Delivery System of Services	Services perspective 11.3 pp.353	Ch11	11
16	Final Test	24/1/2015	Ch1, Ch2, Ch3, Ch8,Ch9,Ch10, andCh11,	1-12

Special Equipment or Supplies

Personal Computer