

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details				
Code		Academic Year		Semester
BM012		1		Elective
Title		T	A	L
Service Marketing		3	0	0
		ECTS		
		6		
Language	English			
Level	Undergraduate	Graduate	X	Postgraduate
Department / Program	Business Management			
Forms of Teaching and Learning	Face to face			
Course Type	Compulsory	Elective	X	
Objectives	To give an overview of service marketing			
Content	Significance and special features, consumer behavior, quality management, marketing mix elements and internationalization in service marketing			
Prerequisites	-			
Coordinator	Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU			
Lecturer(s)	-			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	<ul style="list-style-type: none"> - Meffert, H. / Bruhn, M. / Hadwich, K. (2015): Dienstleistungsmarketing. Grundlagen Konzepte - Methoden, 8. Auflage, Wiesbaden. - Lovelock, C.H. / Wirtz, J. (2009): Essentials of Services Marketing, 2nd edition, Singapore 			
Other Sources	-			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%
Engineering Design				%
Social Sciences				40%
Educational Sciences				%

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Natural Sciences			%
Health Sciences			%
Expert Knowledge			60%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
Total			100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
Total Work Load			180
ECTS Points (Total Work Load / Hour)			6
Learning Outcomes			
1	Understanding and knowledge of the special features of service marketing		
2	Students can analyze the effects of the special features, especially on consumer behavior and the marketing mix elements, and design measures for service companies to take account of the special features.		
Weekly Content			
1	Introduction to Service Marketing		
2	Buying behaviour in the Service Sector		
3	Strategic Service Marketing		
4	Excercises		

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5	Quality Management in Service Marketing
6	Excercises
7	Marketing Mix in Service Marketing
8	Excercises
9	Midterm Exam
10	Case Studies
11	Human Resource Politics
12	Excercises
13	International Service Marketing
14	Excercises
15	Case Studies

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	5	2	4	4	2	2	4	5	3	4	3	3	3
2	5	2	4	4	2	2	4	5	3	4	3	3	3

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by: Asst. Prof. Dr. Alexander DREYER

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