

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: Services Marketing

### 1- Basic Information:

Course Name	Services Marketing
Course ID	BMK603
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course level	6

### 2- Pre-Requisites:

Course	ID
Consumer Behavior	BMK502

### 3- Course General Objectives:

This course aims to provide students with the knowledge of the principles of marketing services so that they can benefit from them adequately and appropriately in businesses life when marketing services. This course starts from the definition of marketing services, types, importance, elements of the marketing mix of services starting with service, pricing, distribution, promotion, physical environment of services, designing of service operations, and people; internal and external audiences of customers, in addition to the subject of quality of services and building relationships with customers.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The student argues about the importance of services sector and reasons for its growth.
ILO2	The student discusses the process of building mental positions of services and explains the steps to develop new services.
ILO3	The student deduces the elements of marketing mix of services such as service, price, integrated marketing communications, distribution, physical environment, and service operations. Moreover, students evaluate many marketing applications of these elements.
ILO4	The student inquires on the expectations of customers and discusses the concepts of satisfaction
ILO5	The student explains customer perceptions and defines different concepts of quality
ILO6	The student explains ways to build relationships with internal and external clients of the organization.

#### 5- Course Syllabus ( 24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> <li>The importance of services sector and the reasons for its growth.</li> <li>Service concept and characteristics of services compared to goods.</li> </ul>	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case of a real service organization, through which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.
ILO2	<ul style="list-style-type: none"> <li>Building mental positions of service</li> <li>New service development process.</li> </ul>	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case of a real service organization, through which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.
ILO3	<ul style="list-style-type: none"> <li>Service</li> <li>Price</li> <li>Marketing Communications</li> <li>Distribution</li> </ul>	14	14	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	The homework of the course is a practical case of a real service organization, through

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	<ul style="list-style-type: none"> <li>Physical environment</li> <li>Processes</li> <li>People</li> </ul>			<input type="checkbox"/> Practices <input type="checkbox"/> Others	which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.
ILO4	<ul style="list-style-type: none"> <li>Customer expectations</li> <li>The concept of satisfaction</li> </ul>	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case of a real service organization, through which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.
ILO5	<ul style="list-style-type: none"> <li>Customer perceptions</li> <li>Quality concept</li> </ul>	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case of a real service organization, through which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.
ILO6	<ul style="list-style-type: none"> <li>Build relationships with internal and external clients</li> </ul>	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case of a real service organization, through which we aim to help the student to apply the concepts addressed in course to the reality of service organizations.

## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

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ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The student argues about the importance of services sector and reasons for its growth	The student is able to determine the reasons for the importance of the services sector and its growth factors	✓		✓		✓
		The student explains the characteristics that distinguish goods from services	✓		✓		✓
ILO2	The student discusses the process of building mental positions of services and explains the steps to develop new services.	The student can explain the process of building the mental positions of services	✓		✓		✓
		The student connects the steps of developing services	✓		✓		✓
ILO3	The student deduces the elements of marketing mix of services such as service, price, integrated marketing communications, distribution, physical environment, and service operations. Moreover, students evaluate many marketing applications of these elements.	The student remembers service design decisions	✓		✓		✓
		The student explains the services pricing steps and methods	✓		✓		✓
		The student can connect the elements of integrated marketing communications	✓		✓		✓
		A student remembers the ingredients of service distribution	✓		✓		✓
		Students evaluate the elements of the physical environment for service delivery	✓		✓		✓
		A student use his knowledge gained during the lecture to determine the appropriate standards for service design	✓		✓		✓

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		A student discuss with the professor the marketing applications of the marketing mix.	✓		✓		✓
ILO4	The student inquires on the expectations of customers and discusses the concepts of satisfaction	The student discusses the types of customer expectations and discusses the course professor in ways to manage customer expectations.	✓		✓		✓
		The student compares the concepts of satisfaction with its models.	✓		✓		✓
ILO5	The student explains customer perceptions and defines different concepts of quality	The student can compare the most important models of measuring the quality of services, and can measure the quality of service using appropriate scales.	✓		✓		✓
		The student analyzes service quality gaps and sources with examples.	✓		✓		✓
ILO6	The student explains ways to build relationships with internal and external clients of organization.	The student analyzes the difference between the methods of gaining customer loyalty compared to employees based on the knowledge acquired during the lecture.	✓		✓		✓
		The student can link the vocabulary of the content of the course and ways to build good relationships with customers.	✓		✓		✓
		The student uses his knowledge gained during the lecture to determine the best ways to manage long-term and profitable relationships with customers.	✓		✓		✓

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## 7- Practice Tools:

Tool Name	Description

## 8- Main References

- 1- Bhattacharjrr, C. (2006) **Services Marketing: Concepts, Planning, and Implementation**. New Delhi: Excel Books.
- 2- Hoffman, k. Douglas., Bateson, John e. g. (2010) **Services Marketing Concepts, Strategies, & Cases**. 4th edition. Cengage Learning
- 3- Jochen, W., Lovelock, C., Chew, P. (2018) **Essentials of Services Marketing**, 3ed edition, Pearson
- 4- Palmer, A. (2005) **Principles of Service Marketing**. Fourth Edition, McGraw- Hill.
- 5- Zeithaml, V., Bitner, M., Gremler, D. (2017) **Services Marketing: Integrating Customer Focus across the Firm**. 7th Edition, McGraw-Hill

## 9- Additional References

- 6- بودية، بشير، قندوز. طارق. (2016) **أصول ومضامين تسويق الخدمات**. الطبعة الأولى، عمان: دار صفاء للنشر والتوزيع.
- 7- بالمر، ادريان. (2009) **مبادئ تسويق الخدمات**. ترجمة شاهين، بهاء، إصلاح، علا، شراقي، دعاء. القاهرة: مجموعة النيل العربية.
- 8- الضمور، هاني. (2009) **تسويق الخدمات**. الطبعة الخامسة، عمان: دار وائل للنشر.
- 9- الطائي، حميد. العلاق، بشير. (2009) **تسويق الخدمات**. عمان: دار اليازوري للنشر والتوزيع.
- 10- المحياوي، قاسم. ( 2006 ) **إدارة الجودة في الخدمات – مفاهيم وعمليات وتطبيقات**. عمان: دار الشروق للنشر والتوزيع.