

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 Definition: Service Marketing

1- Basic Information:

Course Name	Service Marketing
Course ID	SM791
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	14
Synchronized Session Work Load	14
Credit Hours	-

2- Pre-Requisites:

Course	ID
-	-

3- Course General Objectives:

Introduce students to the concept and characteristics of the service and clarify the elements of the expanded marketing mix of services. Enable the student to explain the concept of quality of traditional and electronic service and methods of measurement and identify strategies to build relationships with customers and manage profitability in service facilities.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	<ul style="list-style-type: none"> • Understand and define the importance of the service sector in the global economy • Know the concept of the service and determine its characteristics and explain the marketing implications of each. • Identify the most important criteria adopted in the classification of services
ILO2	<ul style="list-style-type: none"> • Understand what are the most important reasons for using additional marketing tools for services • Know what elements of the modified marketing mix of services are and how these additional elements work in complementarity with the traditional marketing mix elements of the service marketing • How to analyze the service offer and identify its tangible and intangible elements • Know what the core services are and what complementary services are attached to them and make up the service package.
ILO3	<p>Define the concept of quality and how does it evaluated by the client in the service sector.</p> <ul style="list-style-type: none"> • Explain the most important quality measurement models perceived by the client. • Measuring the quality of electronic services.
ILO4	<ul style="list-style-type: none"> • Understand the concept of service positioning. • Know the strategies that companies rely on in targeting markets. • Knowledge of strategies to build service position. • Knowledge of hierarchies or service categories. • Understand the stages of development of new service
ILO5	<ul style="list-style-type: none"> • Explain the concept of the service map and determine the steps of building maps or service plans. • Know how to develop standards of service performance. • Identify available strategies for managing the relationship between supply and demand
ILO6	<ul style="list-style-type: none"> • Explain the specificity of pricing in the services and the consequences of the different characteristics

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	<p>that distinguish the service from the tangible product.</p> <ul style="list-style-type: none"> • Classification of the most important pricing approaches. • Classification of new service pricing strategies. • Identify the most important pricing policies in service organizations
ILO7	<ul style="list-style-type: none"> • Understand the specificity of promoting the intangible services. • Identify the components of the communication process in service facilities. • Explain the model of integrated marketing communications in service facilities. • Determine the objectives of the communication mix of
ILO8	<ul style="list-style-type: none"> • Define distribution as one of the service marketing mix. • list distribution channel functions • Knowledge of distribution objectives in service institutions • Identify the alternative distribution strategies.
ILO9	<ul style="list-style-type: none"> • Understand the service encounter and its importance in service facilities • Knowledge of production limits and responsibilities between service provider and customer • Determine the role of contact staff with clients • Understand the role of customers and their participation in the production of the service.
ILO10	<ul style="list-style-type: none"> • Understand the role of physical evidence in service marketing • Defining the concept and types of environment • Identify the elements of the physical environment of the service and its role and its design difficulties
ILO11	<ul style="list-style-type: none"> • Understand what relationship marketing is and why it matters • Identify the types of relationships between the client and the service company

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- Manage relationship using shift costs
- Classify customers according to their profitability level
- Find out why customers are switching to competitors.

5-Course Syllabus (18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter One: Introduction to services (its importance, characteristics, classification)			assignments	
ILO2	Chapter Two: Elements of the service marketing mix			assignments	
ILO3	Chapter Three: Concept of service quality and building customer expectations			assignments	
ILO4	Chapter Four: Service positioning			assignments	
ILO5	Chapter 5: Service Design and standards			assignments	
ILO6	Chapter 6: Service Pricing Strategies			assignments	
ILO7	Chapter 7: Service Distribution Strategies			assignments	
ILO8	Chapter 8: Service Integrated Marketing Communications			assignments	
ILO9	Chapter 9: Service encounter and roles of employees, customers and intermediaries			assignments	
ILO10	Chapter 10: Physical Evidence and Servicescape			assignments	
ILO11	Chapter 11: Building and Manage Relationships with Customers				

5- Assessment Criteria (Related to ILOs)

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

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Introduction to services (its importance, characteristics, classification).		✓	✓	✓		✓
ILO2	Elements of the service marketing mix.		✓	✓	✓		✓
ILO3	Concept of service quality and building customer expectations		✓	✓	✓		✓
ILO4	Service positioning		✓	✓	✓		✓
ILO5	Service Design and standards		✓	✓	✓		✓
ILO6	Service Pricing Strategies		✓	✓	✓		✓
ILO7	Service Distribution Strategies		✓	✓	✓		✓
ILO8	Service Integrated Marketing Communications		✓	✓	✓		✓
ILO9	Service encounter and roles of employees, customers and intermediaries		✓	✓	✓		✓
ILO10	Physical Evidence and Servicescape		✓	✓	✓		✓
ILO11	Building and Manage Relationships with Customers		✓	✓	✓		✓

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6- Practice Tools:

Tool Name	Description
-	-

7- Main References

المجني، رانية (٢٠١٦)، تسويق الخدمات، الجامعة الافتراضية

8- Additional References

الضمور، هاني، (٢٠٠٩) تسويق الخدمات، الطبعة الخامسة، عمان، دار وائل للنشر.

Palmer, Adrian. (2009) Principles of Service Marketing. Fourth Edition, Mc Graw - Hill.

Zeithaml, Valarie and Bitner, Mary Jo. (2017) Service Marketing: Integrating Customer Focus Across The Firm. Second Edition; Mc Graw- Hill.