Philadelphia University	PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	**Approved Date:** 1/9/2024
Faculty: Business		**Issue: 2**
Department: E- Marketing and social media		**Credit Hours:** 3 hours
Academic Year: 2025/2026	**Course Syllabus**	**Degree:** Bcs. E-Marketing and social media

Course Information

Course No.	Course Title			Prerequisite
0352314	Services Marketing			0352110
Course Type			**Class Time**	**Room No.**
☐ University Requirement ☐ Faculty Requirement ■ Major Requirement ☐ Elective ☐ Compulsory			**Wed, Thurs 14:15- 15:30**	**Online**
Course Level*			**Hours No.***	
☐ 6th ■ 7th ☐ 8th ☐ 9th			**Online**	

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	**Sat - Tue 11:00-12:30**	fkokash@philadelphia.edu.jo

Course Delivery Method

☐ Blended	■ Online	☐ Physical
Learning Model		
Percentage	**Synchronous**	**Asynchronous**	**Physical**
	50%	**50%**	**--**

Course Description

This course provides the knowledge and skills needed to understand the unique characteristics of services and how to market them effectively. Services marketing focuses on developing marketing strategies that consider the special characteristics of services such as intangibility, heterogeneity, simultaneous production and consumption, and service obsolescence. Traditional marketing theories are addressed and adapted to the nature of services and how to deliver a distinctive customer experience.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of services marketing and its 7Ps.	**K1**
K2	Explaining the various services marketing strategies and technological tools used in implementing and evaluating services plans.	**K2**
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	**S1**

Learning Resources

Course Textbook	• Jochen Wirtz & Christopher Lovelock. (2022). Services Marketing: People, Technology, Strategy (9th edition). World Scientific Publishing Company
Supporting References	• Palmer, Adrian and Catherine Cole. (2018). Services Marketing: Principles and Practice. Prentice Hall • Hoffman, K. D., & Bateson, J. E. (2006). Services marketing: concepts, strategies, & cases.Cengage learning.
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3vblsIH (APA7 Referencing)
Teaching Environment	☐ **Classroom** ☐ **Laboratory** ■ **Learning Platform** ☐ **Other**

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	• Course introduction	• Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	• Syllabus
2	**Creating Value in the service** • What are services? • 4 categories of Services	• Lecture • Collaborative learning	• Read Chapter • Discussions • Video	• Chapter 1a
3	**Creating Value in the service** • 7 Ps of Services marketing	• Lecture • Collaborative learning	• Read Chapter • Discussions • Quiz (5%)	• Chapter 1b
4	**Understanding Service Consumers** • Three-stage model of service consumption. • Prepurchase stage	• Lecture • Collaborative learning	• Read Chapter • Discussions • Activity	• Chapter 2a
5	**Understanding Service Consumers** • Services encounter stage. • Services post-encounter stage	• Lecture • Collaborative learning	• Read Chapter • Discussions • Activity	• Chapter 2b
6	**Developing Service Products and Brands** • Understand what a service product? • Flower of Service. • Decision-Making Styles	• Lecture • Collaborative learning	• Read Chapter • Discussions • Video	• Chapter 4a
7	**Developing Service Products and Brands** • Branding services • New service development	• Lecture • Collaborative learning • Canva • Adobe	• Read Chapter • Discussions	• Chapter 4b
8	**Midterm Exam (30%)** **Chapters 1, 2, 4**			

9	**Distributing services through physical and electronic channels Distribution in a services context** • Location of services' facilities	• Lecture • Collaborative learning	• Read Chapter • Discussions • Activity	• Chapter 5a
10	**Distributing services through physical and electronic channels Distribution in a services context** • The role of intermediaries	• Lecture • Collaborative learning	• Read Chapter • Discussions	• Chapter 5b
11	**Service marketing communication** • Integrated services marketing communication. • Service communication objectives.	• Lecture • Collaborative learning	• Read Chapter • Discussions	• Chapter 7a
12	**Service marketing communication** • Services marketing communication mix.	• Lecture • Collaborative learning	• Read Chapter • Discussions • Homework	• Chapter 7b
13	**Designing Services Process** • Developing service blueprint • Services process re-design	• Lecture • Collaborative learning	• Read Chapter • Discussions • Video	• Chapter 8a
14	**Designing Services Process** • Customer participation in service process • Self-Services technology	• Lecture • Collaborative learning	• Read Chapter • Discussions • Activity	• Chapter 8b
15	• Groups Presentation	• Project-based Learning	• Project-based Learning	• Project-based Learning
16	**Final Exam (40%)** **Chapters 5, 7, 8**			

*Includes: lecture, flipped Class, project-based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
• Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
• Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
• Students will reflect on the acquired knowledge of management concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	**% 30**	**8th week**	**K1, K2**
Term Works* (30%)	**% 30**	**Continuous:** • Participation (5%) • **Week 3:** Quiz (5%) • Activity (5%) • **Week 12:** Homework (5%) • **Week 15:** Project (10%)	**S1**
Final Exam	**% 40**	**16th week**	**K1, K2, S1**
Total	**%100**		

* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
	Knowledge		
K1	Describe the principles, concepts and theories of services marketing and its 7Ps.	• Lecture • Collaborative learning	• Exam • In-class Activities
K2	Explaining the various services marketing strategies and technological tools used in implementing and evaluating services plans.	• Lecture • Collaborative learning	• Exam • In-class Activities
	Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	• Collaborative learning • Project based learning	• Exam • In-class Activities • Term works

*Include: lecture, flipped class, project-based learning, problem solving based learning, collaboration learning.
** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absents from a final exam with a sick excuse, or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance Level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

Assessment Rubric of the Program Learning Outcomes
