



Philadelphia University
Faculty of Administrative and financial sciences
Department of --Marketing
2014-2015

Course Syllabus

Course Title: Service Marketing	Course code: 0350372
Course Level: 3	Course prerequisite: 0350160
Lecture Time:	Credit hours: 3

<u>Academic Staff Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

Division Compulsory Requirements .

Course module objectives:

To Provide Student With A Board Introduction To service marketing And Theories That Will Help marketers To differentiate between tangible product and intangible services. --

Course/ module components

Service Marketing, Service marketing , , 2006. Authors: Christopher Lovelock.

- Support material (s) (vcs, acs, etc).
- Study guide (s) (if applicable)
- Homework and laboratory guide (s) if (applicable).

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks.
-

Allocation of Marks

Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	20
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Introduction to service marketing	
(2)	Consumer Behavior in service Encounters	
(3)	Positioning Service In Competitive Markets	
(4)	Creating The Service Product	
1st Exam		
(5)	Designing the communication mix for service	
(6)	Pricing and Revenue Management;	
(7)	Distributing services.	
(8)	Designing and managing service processes	
2nd Exam		
(9)	Balancing Demand And Capacity	
(10)	Planning The Service Environment	
(11)	Managing People For Service Advantage	
(12)	Managing Relationships And Building Loyalty	
Final Exam		

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Journals

Journal of Academy of Marketing Science

www.adassoc.org.uk