Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G345	Services Marketing	5	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of the course is to convey to students the concepts, approaches, and practices regarding the marketing of services as a product. The reflections of the features of services on marketing concepts and decisions which arise due to their uncountable nature and distinguish them from concrete products will be discussed.
Content	Within the scope of the course, theoretical issues related to service marketing will be discussed (in parallel with the reference book of the course) with various case studies, sector-based and current examples. In this regard, in addition to the main topics specified in the course syllabus, supplementary documents will be shared with students during the semester.
References	Lovelock, C., Wirtz, J., Lapert, D. & Munos, A., Marketing des Services, Pearson. (french version) Wirtz, Jochen & Lovelock, Christopher, Essentials of Services Marketing, Pearson. (english version)

Theory Topics

Week	Weekly Contents
1	Introduction to services marketing
2	The concept of service and services marketing
3	Consumer behavior in relation to services
4	Positioning of services in competitive markets
5	Developing products and service brands
6	Distribution of services through physical and electronic channels
7	Bilan/ mid-semester
8	Promotion and communication of services
9	Pricing for services
10	Managing customer relationships and loyalty, preparing the service environment
11	Service quality, service quality models, complaint behavior and service recovery
12	Presentations
13	Presentations
14	Bilan