## 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  |