



Course Specifications

Course Title:	Services Marketing
Course Code:	MKT10701
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 03
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 7 th Level / 4 th Year
4. Pre-requisites for this course (if any): Principles of Marketing MKT10301
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description: This course will examine the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. Other topics include Consumer Behavior in a Service Context, positioning, Distribution channels and prices in service context, Balancing Demand and Productive Capacity of Services. Develop an understanding of the “state of the art” of services marketing and management thinking. This will help them to understand how to Promote a customer service-oriented mind-set.

2. Course Main Objective: The primary objective is to help students to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. They will be introduced to and will have the opportunity to work with tools and strategies that address these challenges. Further they will be able to develop an understanding of the ‘state of the art’ service management thinking and how to promote a customer service-oriented mindset.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recall services theories, concepts, and practices;	K2
1.2	Explain marketing planning for service-based activities	K3
2	Skills:	
2.1	Assess markets for service products;	S1
2.2	Determine service productivity, perceived quality, and customer satisfaction	S2
2.3	Analyse service marketing situation and managerial action in the contemporary business environment	S3
3	Values:	
3.1	Compose presentation on services marketing issue	V3
3.2	Demonstrate the capability to work effectively within a team environment.	V3

C. Course Content

No	List of Topics	Contact Hours
1	Understanding Service Products, Consumers and Markets	3
2	Consumer Behavior in a Service Context	3
3	Positioning Services in Competitive Markets	6
4	Developing Service Products: Core and Supplementary Elements	6
5	Distributing Services Through Physical and Electronic Channels	6
6	Setting Prices and implementing revenue management	6
7	Promoting Services and Educating Customers	6
8	Designing and Managing Service Processes	6
9	Balancing Demand and Productive Capacity	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recall services theories, concepts, and practices;	Lectures, Illustrative Examples	Exams Assignment
1.2	Explain marketing planning for service-based activities	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Assess markets for service products;	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Determine service productivity, perceived quality, and customer satisfaction	Lectures Active Learning	Exams Quizzes Homework
2.3	Analyse service marketing situation and managerial action in the contemporary business environment	Lectures Active Learning	Exams Quizzes Homework
3.0	Values		
3.1	Compose presentation on services marketing issue	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Exhibit the capability to work effectively within a team environment.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Services Marketing by Christopher Lovelock & Jochen Wirtz- Latest edition, Published by PEARSON
Essential References Materials	----
Electronic Materials	----
Other Learning Materials	Zeithaml, V.A., Bitner, M.J., Gremler, D.D. (2018) Services Marketing: Integrating Customer Focus

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020