



Course Specifications

Course Title:	Services Marketing
Course Code:	MKT1312
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
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: Level 5/ 3 rd Year
4. Pre-requisites for this course (if any): MKT1221
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

The course aims to provide students with an understanding and knowledge of marketing strategy and management in the services sector. Topics include an overview of services marketing, understanding the customer in services marketing; standardizing and aligning the delivery of services; the deference between service marketing and the marketing of good; promotion and pricing in services marketing.

2. Course Main Objective

1. How to apply marketing strategies in doing business and deliver good quality service to the customers.
2. To understand current services marketing concepts, principles, and theories.
3. To identify service quality gaps and prepare a marketing plan for building and maintain customer relationship

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Outline the importance of services and how to implement in the planning and execution process of different service marketing strategies.	K.1
1.2	Demonstrate service marketing knowledge required for developing effective marketing mix such as service quality GAP model.	K.2
1.3	Discuss the effect of segmentation, targeting and positioning on different aspects of services.	K.3
2	Skills:	
2.1	Apply service marketing mix on different type of service organizations	S.2
2.2	Evaluate the service marketing strategies and their impact on marketing decisions	S.3
3	Competence:	
3.1	Demonstrate entrepreneurial skills by developing the course project.	C3
3.2	Exercise leadership in pursuit of innovative and practical solutions related to the service companies.	C2
3.3	Demonstrate information and communications technology in gathering, interpreting and communicating information and ideas	C5

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to services	6
2	Consumer Behavior in services	6
3	Customer expectations of service	6
4	Customer perceptions of service	6
5	Conceptual framework: the gaps model of service quality	6
6	Building customer relations	3

7	Customer-defined service standards	3
8	Physical Evidence and the Services cape	3
9	Service Recovery	3
10	Integrated Service Communication	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		
1.1	Outline the importance of services and how to implement in the planning and execution process of different service marketing strategies.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
1.2	Demonstrate service marketing knowledge required for developing effective marketing mix such as service quality GAP model.		
1.3	Discuss the effect of segmentation, targeting and positioning on different aspects of services.		
2.0	Skills		
2.1	Apply service marketing mix on different type of service organizations	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Evaluate the service marketing strategies and their impact on marketing decisions		
3.0	Competence		
3.1	Demonstrate entrepreneurial skills by developing the course project.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Course project (Rubric)
3.2	Exercise leadership in pursuit of innovative and practical solutions related to the service companies.		
3.3	Demonstrate information and communications technology in gathering, interpreting and communicating information and ideas		
		<ul style="list-style-type: none"> • Students group Independent study (Group project) 	Presentations (Rubric) Discussions Projects (individual and Group work)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*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:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Services Marketing: Concepts, Strategies, & Cases, 5th Edition K. Douglas Hoffman; John E.G. Bateson, Cengage
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the course LMS.
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none">• Students	<ul style="list-style-type: none">• Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none">• Peer reviewer	<ul style="list-style-type: none">• Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none">• Faculty members	<ul style="list-style-type: none">• Direct
Quality of learning resources	<ul style="list-style-type: none">• Students	<ul style="list-style-type: none">• Indirect

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	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

