



Course Specifications

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

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	3
C. Course Content	4
D. Teaching and Assessment	4
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	4
2. Assessment Tasks for Students	4
E. Student Academic Counseling and Support	5
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	6
H. Specification Approval Data	6

A. 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 /Third 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	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

<p>1. Course Description</p> <p>The course aims to provide students the practical implications of the unique characteristics of services and to help them cope with the challenges of marketing and managing a service sector. It demonstrates why and how services require a distinctive approach to marketing strategy-both in its development and in its execution. Topics include an overview of services marketing, understanding the customer in services marketing; standardizing and aligning the delivery of services; promotion and pricing in services marketing.</p>
<p>2. Course Main Objective</p> <p>The objective of the course is to:</p> <ol style="list-style-type: none"> 1. To develop an understanding of the challenges involved in marketing and managing services 2. To understand the key concepts, principles, and theories of service marketing. 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	Possess the knowledge and understanding of services and how to implement in the planning and execution process of different service marketing strategies.	K.1
1.2	Demonstrate advanced service marketing knowledge required for developing techniques, and terminology in the field of service marketing and its practices	K.2
1.3	Exhibit the recent developments in service marketing strategies and practices and its associated implications.	K.3
2	Skills:	
2.1	Apply the main concepts of service marketing mix on different type of service organizations	S.1
2.2	Evaluate the service marketing strategies and their impact on marketing decisions	S.2
3	Values:	
3.1	Exhibit commitment to personal, professional, and academic issues in compensation practices in service setting.	V.1
3.2	Effectively lead work and professional teams, while exercising full accountability for professional development decisions in implementing and coordinating servicing activities.	V.3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to services	3
2	Consumer Behavior in services	6
3	Pricing of services	6
4	Developing the Service Communication Strategy	6
5	Managing the Firm's Physical Evidence	3
6	People as Strategy: Managing Service Employees	6
7	Defining and Measuring Customer Satisfaction	6
8	Defining and Measuring Service Quality	6
9	Customer Loyalty and Retention	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	Possess the knowledge and understanding of services and how to		Written test

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	implement in the planning and execution process of different service marketing strategies.	<ul style="list-style-type: none"> Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> True/False MCQs Essay questions
1.2	Demonstrate advanced service marketing knowledge required for developing techniques, and terminology in the field of service marketing and its practices	<ul style="list-style-type: none"> Interactive learning 	
1.3	Exhibit the recent developments in service marketing strategies and practices and its associated implications.		
2.0	Skills		
2.1	Apply the main concepts of service marketing mix on different type of service organizations	<ul style="list-style-type: none"> Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> Essay Assignment Case study
2.2	Evaluate the service marketing strategies and their impact on marketing decisions	<ul style="list-style-type: none"> Interactive learning 	
3.0	Values		
3.1	Exhibit commitment to personal, professional, and academic issues in compensation practices in service setting.	<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	Effectively lead work and professional teams, while exercising full accountability for professional development decisions in implementing and coordinating servicing activities.	<ul style="list-style-type: none"> Students group Independent study (Group project) 	<ul style="list-style-type: none"> Presentations (Rubric) Projects (individual and Group work)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/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:

- 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	YouTube videos and online cases and websites
Other Learning Materials	computer-based programs/CD, professional standards or regulations and software.

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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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	27/09/2022

