



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2/3/24/2022/2963 05/12/2022
	Number and Date of Revision or Modification	2023/10/15
	Deans Council Approval Decision Number	265/2024/24/3/2
	The Date of the Deans Council Approval Decision	2024/1/23
	Number of Pages	13

1.	Course Title	Services Marketing
2.	Course Number	1604726
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	-
5.	Program Title	MBA
6.	Program Code	04
7.	School/ Center	Business
8.	Department	Marketing
9.	Course Level	1
10.	Year of Study and Semester (s)	1 st Semester 2025/2026
11.	Program Degree	Master
12.	Other Department(s) Involved in Teaching the Course	MBA
13.	Learning Language	English
14.	Learning Types	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	Online Platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
16.	Issuing Date	04 Oct 2025
17.	Revision Date	

18. Course Coordinator:

Name: Prof. Alaeddin Abu-Nokta	Contact hours: Sun 16:00-17:00. Monday 11:00-12:00
Office number: -3 MIS Dept. Building 4	Phone number: N/A
Email: al_ahmad@ju.edu.jo	


19. Other Instructors:

N/A

20. Course Description:

In this course, the differences between the marketing of goods and services are explored, and the traditional strategic marketing mix is expanded to include new components that are suitable for the unique characteristics of services industry. This course offers the most recent academic studies, business trends, technological advancements, social media usage, and case studies from different service sectors like banking, education, real states, healthcare, financial planning, IT solutions, consulting, from local, regional, and global contexts. Additionally, it explains the three key stages of the services industry—pre-encounter, encounter, and post-encounter—and concentrates on issues and tactics unique to service marketing in the digital era. This course equips students with the necessary information, skills, and competences to be able to create plans for marketing the services, design the services processes, and develop strategies to effectively manage marketing performance both online and offline.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1. Define, describe, and discuss the main concepts of the business environment and the role of Marketing in this environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Develop advanced problem solving and analytical skills through exposure 10 real-life ease studies.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Assess business contemporary issues to reflect business ethics and corporate social responsibility,	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Conduct and Utilize scientific marketing research and statistical analysis skills to find relationships between marketing variables.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



5. Examine and Evaluate consumer behavior in online and offline contexts.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6. Formulate an integrative marketing strategy through the application of multidisciplinary knowledge.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. Utilize knowledge of the product, price, place and promotion essentials in developing in marketing plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8. Write a thesis to an academic standard that contributes to knowledge and understanding in a related specialized field. (Thesis track)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9. Write a research proposal to an-academic standard that expands knowledge a related specialized field.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyze	Evaluate	Create	
1. Understand specific nature of services marketing.		*	*				
2. Understand how to build customer loyalty and assess customer lifetime value.	*	*	*	*	*	*	
3. Describe the key drivers that lead to successful service marketing efforts both online and offline.	*						
4. Analyze and discuss marketing cases related to services marketing			*	*	*		



5. Create customer experiences and to illustrate technology's impact on services		*	*	*	*		
6. formulate a successful service encounter stage using the different marketing strategies		*					
7. Crafting the service environment.		*					
8. Managing people for service advantage.			*	*			

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1. Understand specific nature of services marketing.	*	*				*		*
2. Understand how to build customer loyalty and assess customer lifetime value	*		*		*		*	
3. Describe the key drivers that lead to successful service marketing efforts both online and offline.	*			*				*
4. Analyze and discuss marketing cases related to services marketing	*			*			*	
5. Create customer experiences and to illustrate technology's impact on services		*		*				*
6. formulate a successful service encounter stage using the different marketing strategies.		*	*					*
7. Crafting the service environment.	*						*	
8. Managing people for service advantage.				*				*

***Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.**



**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.	Introduction about Services Marketing		Face to Face	On Campus		Classroom discussion - Exam	Textbook Online resources Extra material Lecture
2	2.	Chapter one: Creating Value in the Service Economy	LO1 Understand how services contribute to a country's economy. LO 2 Know the principal industries of the service sector.					
3	3.	Chapter two: Understanding Service Consumers	LO 2 Use the multi-attribute model to understand how consumers evaluate and choose between					



			alternative service offerings. LO 3 Learn why consumers often have difficulties evaluating services, especially those with many experience and credence attributes.				
4	4.	Chapter Three: Positioning Services in Competitive Markets	LO 2 Know the key elements of a positioning strategy (i.e., segmentation, targeting, and positioning; STP), and explain why these elements are so crucial for service firms to apply. LO 3 Understand how to use positioning maps to analyze and develop competitive strategy. LO 4 Know how to apply positioning to digital services and				



			platform business models.				
5	5.	Chapter four: Developing Service Products and Brands	LO 5 Understand service branding. LO 6 Know the four brand architecture options at the corporate level. LO 7 Understand how individual services and experiences can be branded. LO 8 Understand what is required to deliver branded service experiences.				
6	6.1	Chapter five: Distributing services through physical and electronic channels	LO 2 Describe the three interrelated flows that show what is being distributed. LO 3 Be familiar with how services can be distributed using three main options, and understand the				



			importance of distinguishing between distributing core and supplementary services. LO 4 Recognize the issues of delivering services through electronic channels and discuss the factors that have fueled the growth of service delivery via cyberspace.				
7	7.	Chapter Six: Service Pricing and Revenue Management	LO 1 Recognize that effective pricing is central to the financial success of service firms. LO 2 Outline the foundations of a pricing strategy as represented by the pricing tripod. LO 3 Define different types of financial cost and explain the limitations of				



			cost-based pricing. LO 4 Understand the concept of net value and how gross value can be enhanced through value-based pricing and reduction of related monetary and nonmonetary costs. LO 5 Describe competition-based pricing and situations where service markets are less price competitive. LO 6 Define revenue management and describe how it works.					
8	8.	Guest Speaker						
9	9.	Midterm Exam						
10	10.	Chapter Eight: Designing and managing service processes						
11	11.	Promoting Services Through Electronic Channels Practical activity: case study	.					



12	12.	Chapter Nine: Balancing demand and productive capacity	LO 8 Be familiar with strategic approaches to utilize residual surplus capacity even after all other options of matching demand and capacity have been exhausted				
13	13.	Chapter Ten: Crafting the Service Environment	LO 1 Recognize the four core purposes service environments fulfill.. LO 3 Be familiar with the integrative servicescape model. LO 4 Know the three main dimensions of the service environment.				
14	14.	E-CRM in Service Industry	LO 5 Discuss the key ambient conditions and their effects on customers.				
15	15.	Project Discussion					

25. Evaluation Methods:



Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
Midterm Exam	30%	*	*	*	*	*	*
Final Exam	40%	*	*	*	*	*	*
**Class work	10%			*	*	*	*
Projects/reports	20%				*	*	*
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works							
Total 100%	100%						

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	4	2	1	10	100	100	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										1
										2
										3



										4
										5

26. Course Requirements:

Effective participation, active listening, course project, task submission, exams

27. Course Policies:

A- Attendance policies: - Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules. - That means that if you absent from 3 classes the credit of this course will not be awarded under any circumstances.

B- Absences from exams and submitting assignments on time: - The final exam make up of essay questions and it is going to be a paper-based. The time will be assigned in advance of exams time. - No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs. - No make-up for the make-up exam. - The make-up exam will have a higher level of difficulty than the normal one with 40 - 60% and the exam will consist of essay questions only.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behaviour (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules. - Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

E- Grading policy: It depends on the average.

28. References:

A- Required book(s), assigned reading and audio-visuals:

Wirtz, J., & Lovelock, C. (2021). Services marketing: People, technology, strategy. World Scientific.

B- Recommended books, materials, and media:

Journal of Service Research - SAGE Journals

Journal of Services Marketing - Emerald Insight

Hoffman, K. D., & Bateson, J. E. (2016). Services marketing: concepts, strategies, & cases. Cengage



learning.

Mudie, P., & Pirrie, A. (2012). Services marketing management. Routledge. • Rao, K. R. M. (2011). Services marketing. Pearson Education India.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services marketing strategy. Wiley International Encyclopedia of Marketing.

Alaeddin Ahmad Google scholar:

https://scholar.google.com/citations?hl=en&user=Y1vRDmgAAAAJ&view_op=list_works&sortby=pubdate

29. Additional information:

N/A

Name of the Instructor or the Course Coordinator: Prof. Alaeddin Abu- Nokta	Signature: <i>Aladdin Abu-Nokta</i>	Date: 5 Oct 2025
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
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Name of the Head of Department	Signature:	Date:
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Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
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Name of the Dean or the Director	Signature:	Date:
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