

## Course Syllabus

1	<b>Course title</b>	Services Marketing
2	<b>Course number</b>	1604431
3	<b>Credit hours</b>	3
	<b>Contact hours (theory, practical)</b>	3
4	<b>Prerequisites/corequisites</b>	Principles of Marketing
5	<b>Program title</b>	BA in Marketing
6	<b>Program code</b>	04
7	<b>Awarding institution</b>	University of Jordan
8	<b>School</b>	Business
9	<b>Department</b>	Marketing
10	<b>Course level</b>	3
11	<b>Year of study and semester (s)</b>	1 <sup>st</sup> or 2 <sup>nd</sup> semester of the 3 <sup>rd</sup> year
12	<b>Other department (s) involved in teaching the course</b>	N/A
13	<b>Main teaching language</b>	English
14	<b>Delivery method</b>	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
15	<b>Online platforms(s)</b>	
16	<b>Issuing/Revision Date</b>	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom

### 17 Course Coordinator:

Name: Dr Dana Kakeesh

Contact hours: 11:30am -12:30pm

Office number: 1st Floor/ Building 3/ School of Business

Phone number:065355000

Email: dana.kakeesh@ju.edu.jo

**18 Other instructors:**

n/a

**19 Course Description:**

The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

**20 Course aims and outcomes:****A- Aims:**

Be familiar with the scope and marketing strategies of the tourism and hospitality industry.

**B- Students Learning Outcomes (SLOs):**

Upon successful completion of this course, students will be able to:

SLOs of the course	SLOs of the BA Program*							
	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)
1. Understand specific nature of services marketing.	x							
2. Understand how to build customer loyalty and assess customer lifetime value	x							
3. Describe the key drivers that lead to successful service marketing efforts					x			
4. Analyze and discuss marketing cases related to services marketing								x
5. Create customer experiences and to illustrate technology's impact on services								
6. formulate a successful service encounter stage using the different marketing strategies.			x					



\*Upon successful completion of Bachelor in Marketing at JUBS, the students should be able to:

SLO1-Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.

SLO 2- Describe the theories and concepts in the field of digital Marketing.

SLO 3-Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.

SLO 4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.

SLO 5- Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

SLO 6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

SLO 7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.

SLO 8-Work efficiently within teams -to accomplish marketing projects.

## 21. Topic Outline and Schedule:

- Learning Methods (Face to Face/Blended/ Fully Online): Face-to-face
- Synchronous / Asynchronous Lecturing: All the lectures are Synchronous

Week	Topic	Intended learning Outcomes	Evaluation Methods	Platform	Resources
1	Induction week	n/a	- Introduce yourself online. - Read other student's introductions and comment on 3 of them.	Moodle	Textbook Online resources Extra material Lecture Task
		n/a	- Post your intended course goals.	On-campus	Textbook Online resources Extra material Lecture
2	Chapter one: New perspective on marketing in the service economy	1. Understand specific nature of services marketing.	Student-led Moodle discussions	Moodle	Textbook Online resources Extra material Lecture
		1. Understand specific nature of services marketing.	N/A	On-campus	Textbook Online resources Extra material Lecture
		1. Understand specific nature of services marketing.		On-campus	Textbook Online resources Extra material Lecture
3	Chapter one: New perspective on	2. Understand how to build customer loyalty and assess customer lifetime value	- Web-Quest activities	Moodle	Textbook Online resources Extra material

	marketing in the service economy	2. Understand how to build customer loyalty and assess customer lifetime value	Student-led Moodle discussions	On-campus	Lecture Textbook Online resources Extra material Lecture
		2. Understand how to build customer loyalty and assess customer lifetime value	N/A	On-campus	Textbook Online resources Extra material Lecture
4	Chapter one: New perspective on marketing in the service economy	3. Describe the key drivers that lead to successful service marketing efforts	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	N/A	On-campus	Textbook Online resources Extra material Lecture
5	Chapter two: Consumer behavior in a services context	3. Describe the key drivers that lead to successful service marketing efforts	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	N/A	On-campus	Textbook Online resources Extra material Lecture

6	Chapter two: Consumer behavior in a services context	3. Describe the key drivers that lead to successful service marketing efforts	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		3. Describe the key drivers that lead to successful service marketing efforts	N/A	On-campus	Textbook Online resources Extra material Lecture
7	Chapter two: Consumer behavior in a services context	4. Analyze and discuss marketing cases related to services marketing	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture
		4. Analyze and discuss marketing cases related to services marketing	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		4. Analyze and discuss marketing cases related to services marketing	N/A	On-campus	Textbook Online resources Extra material Lecture
<b>Mid-Term Exam</b>		<b>Chapters 1 + 2</b>	<b>- Essay and MCQs</b>		
8	Chapter four: Developing service products: core and supplementary elements	5. Create customer experiences and to illustrate technology's impact on services	- Moodle Discussion Post (Forum)	Moodle	Textbook Online resources Extra material Lecture
		5. Create customer experiences and to illustrate technology's impact on services	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture

		5. Create customer experiences and to illustrate technology's impact on services		On-campus	Textbook Online resources Extra material Lecture
9	Chapter four: Developing service products: core and supplementary elements	6. formulate a successful service encounter stage using the different marketing strategies.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	N/A	On-campus	Textbook Online resources Extra material Lecture
10	Chapter five: Distributing services through physical and electronic channels	6. formulate a successful service encounter stage using the different marketing strategies.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	N/A	On-campus	Textbook Online resources Extra material Lecture
11	<b>Chapter Eight: Designing and managing</b>	6. formulate a successful service encounter stage using the different marketing strategies.	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture

	service processes	6. formulate a successful service encounter stage using the different marketing strategies.	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	N/A	On-campus	Textbook Online resources Extra material Lecture
12	Chapter Nine: Balancing demand and productive capacity	6. formulate a successful service encounter stage using the different marketing strategies.	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture
		6. formulate a successful service encounter stage using the different marketing strategies.	N/A	On-campus	Textbook Online resources Extra material Lecture
<b>Final Exam</b>		<b>All the delivered chapters are included</b>	<b>Essay and MCQs</b>		



## 22 Evaluation Methods:

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

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Tasks + Participation	6%	All the topics	1+2+3+4	Over the 13 teaching weeks	Moodle
Course Project+ presentation	14%				Moodle and on campus
Midterm Exam	30%	Chapters 1+2	1+2	Week 6	On Campus
Final Exam	50%	All the delivered chapters	1+2+3+4	TBC	On Campus

## 23 Course Requirements

**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):**

## 24 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 4 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 is mixed of MCQs and essay questions and it is going to be a paper-based. The time will be assigned in advance of exams time.

- No project is required for this course.

- Students will be required to submit around 11 tasks.

- 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% 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.

F- You are allowed to contact me at my email only. If you contact me via any social media accounts you will be losing one mark for the first and the 5 marks with a block for the second time!

## 25 References:

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

B- Recommended books, materials, and media:

## 26 Additional information:

n/a

Name of Course Coordinator Dr. Dana Kakeesh Signature: ----- Date: -----
Head of Curriculum Committee/Department Dr. Zainah Qasem Signature: -----
Head of Department: - Dr. Zainah Qasem Signature: -----
Head of Curriculum Committee/Faculty: Dr. Samer Dihyat Signature: -----
Dean: Prof. Fayez Haddad Signature: -----Signature: -----