



Course Specifications

Course Title:	Services Marketing
Course Code:	MKT440
Program:	BS Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Prince Sultan University
Academic Year:	2020--2021
Course Instructor:	Nafla Al Hokail
Date:	Dec 2020

Table of Contents

A. Course Identification.....	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes.....	4
1. Course Description	4
2. Course Main Objective.....	4
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	5
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	7

A. Course Identification

1. Credit hours: 3
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: 3
4. Pre-requisites for this course (if any): MKT301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	0	0
3	E-learning	45	45
4	Correspondence	0	0
5	Other	0	0

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	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* 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 focuses on the unique aspects of marketing services. It answer the questions of how to attract, retain, and build strong customer relationships by delivering and marketing quality services. It explores the areas of customer experience, service process and people who are involved in performing/delivering the service.

2. Course Main Objective

- Define key terms within the field of service marketing.
- Outline the key theories and concepts of service marketing.
- Describe and interpret relevant factors affecting customer-value and customer relationships.
- Analyzeservice industry in marketing context and suggest ways of improving a business' market performance based on relevant marketing theory.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Recognize the service products, consumers, and markets	PLO1
1.2	Describe strategies and approaches for addressing services	PLO1
2	Skills :	
2.1	Balance demand & productive capacity in service organizations to improve efficiencies	PLO1,2,6
2.2	Identify problems, design and make recommendations to improve the delivery of service operations	PLO1,2,6
3	Competence:	
3.1	Demonstrate their communication and teambuilding skills	PLO6
3.2	Illustrate presentation skills using appropriate technology application	PLO4

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: “New Perspectives on Marketing in the Service Economy”	3
2	Chapter 2: “Consumer Behavior in a Service Context”	3
3	Chapter 3: “Positioning Services in Competitive Markets	3
4	Chapter 4: Developing Service Products: Core and supplementary elements	6
5	Chapter 6: Setting prices and implementing revenue management	6

6	Chapter 7: Promoting services and educating customers	6
7	Chapter 8: Designing and managing service processes	3
8	Chapter 9: Balancing demand and productive capacity	3
9	Chapter 11: Managing people for service advantage	3
10	Chapter 12: Managing relationship and building loyalty	3
11	Chapter 14: Improving service quality and productivity	3
12	Course wrapup	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	Knowledge	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, case study Midterm, Presentation, Final Exam
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation Case discussions	Assignments, case study Midterm, Presentation, Final Exam
2.2	Interpersonal Skills & Responsibility	Presentations and project report	Project report and Presentation, Attendance
3.0	Competence		
3.1		Project report and Presentation	Individual Presentation, Project report

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	1 st Major exam	5 th week	20%
2	2 nd Major exam	11 ^h Week	20%
4	Project	13 th Week	20%
5	Final exam	16 th week	40%
6	Total		100%

*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 :

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: nhokail@psu.edu.sa

Office number R325

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Christopher H. Lovelock and Jochen Wirtz (2011), Services Marketing, 8th ed., Prentice Hall.
Alternative Textbook	na
Electronic Materials	Journal of Marketing; Journal of Academy of Marketing Sciences
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	computing resources, library, LMS Moodle, Edugate, internet connection Google meet
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer and projector MOODLE system, internet connection
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	White board

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Exit Survey (CES)
Evaluation of Teaching by the Instructor or by the Department	Department chair	Classroom observation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Classroom observation		
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course 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	
Reference No.	
Date	