

**Course Description**

**Services Marketing**

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| **Faculty of Business Administration** | | | **Department of Marketing** | |
| Course | **Services Marketing** | | Prerequisite: | **Principles of Marketing**  **CBFC106** |
| Credit Hours:3 | Theoretical:3 | Practical:0 | Course Code: | CBMC204 |

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| **Description** |
| The course deals with marketing services. It familiarizes the students with the major problems facing services providers and how services are provided to customers, in addition to the quality of services.  The course introduces key concepts of services marketing, and the reasons that led to the increased interest in this area. It teaches the students about the nature and characteristics of services, the concept of service package and the standards of services ratings. It also introduces the students to internal and external variables associated with the internal environment of the establishment, and the elements of the services marketing mix in detail. |
| **Content** |
| |  |  | | --- | --- | | **Lecture Topic** | | | 1 | Concept and Characteristics of Cervices | | 2 | Basic vs. Secondary Services, and the concept of Package | | 3 | Standards of Service Ratings | | 4 | Internal and External Variables of the Environment of Service Establishments | | 5 | Elements of Service Marketing Mix (Service Products) | | **6** | **First Test** | | 7 | Pricing of Services | | 8 | Distribution of Services | | 9 | Promotion and Services Marketing Communications | | 10 | Individuals | | 11 | Material Evidence | | **12** | **Second Test** | | 13 | Operation | | 14 | Quality and Standards | | 15 | The Concept of Service Reaquirement | | **16** | **Final Exam** | |
| **References** |
| 1. Text books:   Services Marketing, Maria Johann, 2015, First Edition   1. Additional recommended references:   Service Marketing: Concepts & Practices, By Ramneek Kapoor, Justin Paul, Biplap Halder, Tata McGraw-Hill Education, 2011   1. Periodic and publications: Journal of services marketing |