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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Hizmet Pazarlaması** | |  | 2 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencilere hizmet kavramı ve hizmet pazarlamasının ne olduğunu öğreterek, günümüzdeki önemini vurgulamaktır. Ayrıca öğrencilerin hizmet ile fiziksel ürünleri birbirinden ayırt ederek farklı pazarlama stratejileri geliştirebilmelerinin sağlanması amçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Hizmetlerin tanımı, sınıflandırılması, gelişimi ve stratejileri hakkında bilgi elde eder.  2.Hizmet pazarlamasının işsizliğin önlenmesi ve geleceğin iyileştirilmesinde temel faktör olduğunu kavrar.  3.Hizmet sektöründe pazarlama karması elemanlarına yönelik uygulamaları öğrenir. | | | | | | | Dersin İçeriği | Hizmet kavramı, hizmetin özellikleri, bir ürün olarak hizmetin pazarlanması, hizmet baskın mantık | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Hizmet Kavramı ve Hizmet Sektörünün Önemi | | | | | | | 2 | Hizmetler ve Hizmetlerin Sınıflandırılması | | | | | | | 3 | Hizmet Işletmeleri ve Geleneksel Pazarlama Karması Elemanları | | | | | | | 4 | Hizmet Pazarlamasında Ürün | | | | | | | 5 | Hizmet Pazarlamasında Dağıtım | | | | | | | 6 | Hizmet Pazarlamasında Fiyat. | | | | | | | 7 | Hizmet Pazarlamasında Tutundurma | | | | | | | 8 | Hizmet Pazarlarının Araştırılması ve Pazar Analizi | | | | | | | 9 | Hizmet Pazarlaması ve Personel | | | | | | | 10 | Hizmet ve Müşteri İlişkisi | | | | | | | 11 | Hizmet Pazarlaması ve Fiziksel Kanıtlar | | | | | | | 12 | Hizmet Işletmelerinde Talep ve Kapasite Yönetimi | | | | | | | 13 | Hizmet Kalitesi ve Hizmet Karşılaşmaları | | | | | | | 14 | Hizmet Bilimi Çalışmaları | | | | | | | 15 | Hizmet Baskın Mantık | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Kozak, N. ve Öztürk, A.S. (2011). *Hizmet pazarlaması: Kuram, uygulama ve örnekler*. Geliştirilmiş 10. Bs. Eskişehir: Ekin Basım Yayın Dağıtım. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | 3 | 4 | | 3 | 3 | | 4 | 3 | | 2 | 2 | |  |  | | **ÖÇ2** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 4 | | 2 | 2 | |  |  | | **ÖÇ3** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 2 | |  |  | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Hizmet Pazarlaması | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | |