

Course Content, Research, and References

I. Course Content:

1. Introduction to Services Marketing
2. Concept of Service and Its Distinctive Characteristics
3. Service Package (Core Service and Supplementary Services)
4. Classification of Services
5. Service Marketing Mix
6. Consumer Behavior in Services
7. Relationship and Interaction Management in Services
8. Service Quality Management

II. Research Topics:

1. Introduction to Services Marketing
2. Fundamentals of Service
3. Study of Service Consumer Behavior
4. Strategic Positioning of Service in the Market
5. Marketing Mix (Product, Price)
6. Marketing Mix (Distribution, Promotion)
7. Service Quality and Brand Positioning
8. Customer Relationship Management in Services
9. Innovation and Development of New Services
10. Applications in Services Marketing

III. References:

1. laRadi Sofiane, *Services Marketing*, 2019
2. Zaher Abdel Rahim, *Services Marketing*, 2012
3. Abdel Latif Oulad Himouda & Abdel Rahim Shnini, *Lectures in Services Marketing*, 2018/2019
4. Saidani Said, *Lectures in Services Marketing*, 2022/2023
5. Haddad Sofiane, *Lectures in Services Marketing*, 2020/2021
6. Jochen Wirtz & Christopher Lovelock, *Services Marketing: People, Technology, Strategy*, 2022
7. Jochen Wirtz, *Essentials of Services Marketing*, 2023