



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Management Study Program**

Document Code

## SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Services Marketing	6120103098	Study Program Elective Courses	T=3 P=0 ECTS=4.77	7	June 8, 2023
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>	
	Dr. Yessy Artanti, SE., M.Si		Dr. Yessy Artanti, SE., M.Si	Yuyun Isbanah, S.E., M.SM.	

<b>Learning model</b>	<b>Case Studies</b>
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<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																				
	<b>PLO-14</b>	(PLO 1) Graduates are able to master management theory as a whole																																																																																			
	<b>Program Objectives (PO)</b>																																																																																				
	<b>PO - 1</b>	C4. Students are able to carefully examine theories in the field of Services Marketing.																																																																																			
	<b>PO - 2</b>	P3. Students are able to create service marketing strategies appropriately according to theory and objects																																																																																			
	<b>PO - 3</b>	A5. Students are able to show tough, collaborative, adaptive and innovative character in Services Marketing learning activities																																																																																			
	<b>PLO-PO Matrix</b>																																																																																				
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 50px;">P.O</td> <td style="width: 100px;">PLO-14</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> </tr> </table>	P.O	PLO-14	PO-1		PO-2		PO-3																																																																												
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																					
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2" style="width: 50px;">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> </thead> <tbody> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																
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<b>Short Course Description</b>	The development of global business indicates the increasing importance of the service sector and even the increasingly rapid market competition climate, so that services can become a potential weapon for competitive advantage which influences the achievement of consumer satisfaction and loyalty. This course explains that services have different properties from goods and these differences result in different management challenges for business entities when offering products. These challenges relate to activities that determine service quality, design services, communicate and build a service image, adapt to fluctuations in demand, satisfy internal customers, determine prices, and organize a service company; so that business entities can develop superior service strategies and tactics. This lecture is carried out using the lecture and discussion method.
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<b>References</b>	<p><b>Main :</b></p> <ol style="list-style-type: none"> <li>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</li> <li>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing an Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</li> <li>Fandy Tjiptono, 2005, Pemasaran Jasa , Edisi Pertama. Bayumedia Publishing,</li> <li>Lupiyoadi, Rambat dan A.Hamdani, 2006, Manajemen Pemasaran Jasa, Edisi Kedua. Salemba Empat, Jakarta</li> </ol> <p><b>Supporters:</b></p>
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<b>Supporting lecturer</b>	Dra. Hj. Anik Lestari Andjarwati, M.M. Dr. Yessy Artanti, S.E., M.Si. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M.
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Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [ Estimated time]		Learning materials [ References ]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline ( offline )	Online ( online )		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Able to understand and explain the meaning of service marketing and its scope as well as describe service characteristics	1. Identify factors that drive the growth of the service sector 2. Explain the meaning of service marketing 3. Identify key factors for service success, 4. Describe the characteristics of services	<b>Criteria:</b> 1. Participation and Discussion (Weight 40%) 2. Absence (Weight 40%) 3. Discussion (Weight 40%) 4. Character (20% Weight) 5. Total 100%  <b>Form of Assessment :</b> Participatory Activities	Look for examples of companies operating in the service sector and explain the factors for the success of their business 3 X 50	Look for examples of companies operating in the service sector and explain the factors for the success of their business 3 X 50	<b>Material:</b> Able to understand and explain the meaning of service marketing and its scope as well as describe service characteristics <b>Reference:</b> Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. <i>Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i>  <b>Material:</b> Able to understand and explain the meaning of services marketing and its scope and describe the characteristics of services <b>Reference:</b> Lovelock, Christopher & Laurent Wright, 2004, <i>Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i>	5%

2	Able to understand the differences in services and service processes and analyze future services	<ol style="list-style-type: none"> <li>1.Explain the differences between service sectors</li> <li>2.Explain the service process</li> <li>3.Identify management challenges to deliver differentiated service processes</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Look for examples and explain the service process of a 3 X 50 service company	Look for examples and explain the service process of a 3 X 50 service company	<p><b>Material:</b> Able to understand the differences in services and service processes and analyze future services.</p> <p><b>Reference:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to understand the differences between services and service processes and analyze future services.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
3	Able to explain consumer behavior in the context of a service business	<ol style="list-style-type: none"> <li>1.Explain how consumers evaluate services</li> <li>2.Explain the process of purchasing services</li> <li>3.Explain how services are offered</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Looking for examples of consumer behavior in carrying out the Three Stage Model Analysis of Service Consumption and discussing cases regarding consumer behavior in purchasing services 3 X 50	Looking for examples of consumer behavior in carrying out the Three Stage Model Analysis of Service Consumption and discussing cases regarding consumer behavior in purchasing services 3 X 50	<p><b>Material:</b> Able to explain consumer behavior in the context of a service business .</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain consumer behavior in the context of a service business.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%

4	Able to explain segmentation and determining the target market for services	<p>1.Explain the meaning of service segmentation</p> <p>2.Explain the relationship between service segmentation and targeting and positioning</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion (Weight 40%)</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Read literature and analyze how companies carry out segmentation, targeting and positioning 3 X 50	Look for examples of service companies and explain the STP and design examples of service companies that will be established by first explaining the STP 3 X 50	<p><b>Material:</b> Able to explain segmentation and determining the target market for services.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to explain segmentation and determining the target market for services</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain segmentation and determining the target market for services.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
5	Able to explain target market targeting	Identifying target market targets	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion (Weight 40%)</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Able to explain 3x50 target market targeting	<p>Able to explain target market targeting.</p> <p>Able to explain target market targeting 3x50</p>	<p><b>Material:</b> Able to explain target market targeting</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain target market targeting</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%

6	Able to analyze positioning and differentiation	<p>1.Able to explain the steps in positioning</p> <p>2.Able to explain service differentiation</p> <p>3.Able to explain the implications of changes to the service system</p>	<p><b>Criteria:</b></p> <p>1.Participation and Discussion</p> <p>2.Absence (Weight 40%)</p> <p>3.Discussion (Weight 40%)</p> <p>4.Character (20% Weight)</p> <p><b>Form of Assessment :</b></p> <p>Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Look for examples of service companies and explain their positioning and design examples of service companies that will be established by determining their positioning and differentiation 3 X 50</p>	<p>Look for examples of service companies and explain their positioning and design examples of service companies that will be established by determining their positioning and differentiation 3 X 50</p>	<p><b>Material:</b> Able to analyze positioning and differentiation</p> <p><b>References:</b></p> <p><i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to analyze positioning and differentiation</p> <p><b>References:</b></p> <p><i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to analyze positioning and differentiation</p> <p><b>References:</b></p> <p><i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
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7	Able to understand the meaning of productivity and service quality	<p>1.Able to identify consumer expectations</p> <p>2.Able to explain service quality</p> <p>3.Able to explain consumer satisfaction with services</p> <p>4.Able to identify customer satisfaction and its implications for service user behavior</p>	<p><b>Criteria:</b></p> <p>1.Participation and Discussion (Weight 40%)</p> <p>2.Absence (Weight 40%)</p> <p>3.Discussion (Weight 40%)</p> <p>4.Character (20% Weight)</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Read literature and analyze how companies satisfy consumers and handle dissatisfied consumers 3 X 50	Look for real cases and discuss service quality, how to measure consumer satisfaction and consumer behavior after purchasing 3 X 50	<p><b>Material:</b> -</p> <p><b>Bibliography:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to understand the meaning of productivity and service quality</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to understand the meaning of productivity and service quality</p> <p><b>References:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
8	Midterm exam		<b>Form of Assessment :</b> Test	3 X 50			20%

9	Able to explain service marketing mix strategies	<ol style="list-style-type: none"> <li>1.Explain the services marketing mix</li> <li>2.Understand the difference between the services marketing mix and the goods marketing mix</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion (Weight 40%)</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Read literature and discuss the elements of the 3 X 50 services marketing mix	Discussing the service marketing mix of a service company and designing the service marketing mix of the service company that will be created 3 X 50	<p><b>Material:</b> Able to explain services marketing mix strategies</p> <p><b>References:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to explain services marketing mix strategies.</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain services marketing mix strategies</p> <p><b>References:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
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10	Able to explain product strategy	<ol style="list-style-type: none"> <li>1.Explain the levels of service products</li> <li>2.Explains the management of service growth</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion (Weight 40%)</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Read literature and explain the levels of service products, service growth, and service distribution 3 X 50	Explain the levels of service products and management of 3 X 50 service growth	<p><b>Material:</b> Able to explain product strategy <b>References:</b> Lovelock, Christopher &amp; Laurent Wright, 2002, <i>Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to explain product strategy <b>References:</b> Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. <i>Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain product strategy <b>References:</b> Lovelock, Christopher &amp; Laurent Wright, 2004, <i>Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
11	Able to explain service pricing strategies	<ol style="list-style-type: none"> <li>1.Describe the basis of service pricing strategies</li> <li>2.Identify the factors that influence the determination of service selling prices</li> <li>3.Identify the formulation of strategies for determining service selling prices</li> <li>4.Identify the most appropriate strategies and tactics for determining service selling prices</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion (Weight 40%)</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Look for and discuss strategies and tactics for setting selling prices for services from a 3x50 service company	Look for and discuss strategies and tactics for setting selling prices for services from a 3x50 service company	<p><b>Material:</b> Able to explain service pricing strategies <b>References:</b> Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. <i>Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain service pricing strategies <b>References:</b> Lovelock, Christopher &amp; Laurent Wright, 2004, <i>Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%



12	Able to explain service delivery/distribution strategies	<ol style="list-style-type: none"> <li>1. Evaluate alternative delivery channels</li> <li>2. Decide on the place and time</li> <li>3. Decide on the service delivery process</li> <li>4. Options for service delivery</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Participation and Discussion (Weight 40%)</li> <li>2. Absence (Weight 40%)</li> <li>3. Discussion (Weight 40%)</li> <li>4. Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Explaining the 3 X 50 delivery service	Explaining the 3 X 50 delivery service	<p><b>Material:</b> Able to explain service delivery/distribution strategies</p> <p><b>References:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to explain service delivery/distribution strategies</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to explain service delivery/distribution strategies</p> <p><b>References:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i></p>	5%
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13	Able to recognize service promotion strategies and describe the steps in developing effective communication	<p>1.Explain the elements of the service communication mix</p> <p>2.Explain the steps for developing effective communication</p>	<p><b>Criteria:</b></p> <p>1.Participation and Discussion (Weight 40%)</p> <p>2.Absence (Weight 40%)</p> <p>3.Discussion (Weight 40%)</p> <p>4.Character (20% Weight)</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Exercise to determine the elements of the service communication mix that best suit the 3 X 50 case example	Create and present a service communication mix, especially digital marketing, social media and alternative marketing. 3 X 50	<p><b>Material:</b> Able to recognize service promotion strategies and describe the steps in developing effective communication.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall ,New Jersey.</i></p> <hr/> <p><b>Material:</b> Able to recognize service promotion strategies and describe the steps in developing effective communication.</p> <p><b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to recognize service promotion strategies and describe the steps in developing effective communication.</p> <p><b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall ,New Jersey.</i></p>	5%
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14	Able to understand how to effectively handle customer complaints and improve services	<ol style="list-style-type: none"> <li>1.Explain the meaning of customer complaints</li> <li>2.Identify types of customer complaints</li> <li>3.Explain the relationship between the influence of service improvements on consumer loyalty</li> <li>4.Identify service guarantees</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Participation and Discussion</li> <li>2.Absence (Weight 40%)</li> <li>3.Discussion (Weight 40%)</li> <li>4.Character (20% Weight)</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Discussing cases of failure in service delivery resulting in complaints and designing service improvement and consumer loyalty programs 3 X 50	Discussing cases of failure in service delivery resulting in complaints and designing service improvement and consumer loyalty programs 3 X 50	<p><b>Material:</b> Able to understand how to handle customer complaints effectively and improve services. <b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2002, Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey .</i></p> <hr/> <p><b>Material:</b> Able to understand how to effectively handle customer complaints and improve services. <b>References:</b> <i>Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i></p> <hr/> <p><b>Material:</b> Able to understand how to handle customer complaints effectively and improve services. <b>Reference:</b> <i>Lovelock, Christopher &amp; Laurent Wright, 2004, Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey .</i></p>	10%
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15	Able to explain the Service Quality System	1.Explains how to build a customer-oriented organization 2.Identify innovative marketing strategies and organizational structures that support service companies	<b>Criteria:</b> 1.Participation and Discussion (Weight 40%) 2.Absence (Weight 40%) 3.Discussion (Weight 40%) 4.Character (20% Weight)  <b>Form of Assessment :</b> Participatory Activities	Reading literature and designing a 3 X 50 Service Quality Information System	Reading literature and designing a Service Quality Information System	<b>Material:</b> Able to explain the Service Quality System <b>Reference:</b> Lovelock, Christopher & Laurent Wright, 2002, <i>Principles of Services Marketing and Management, second Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i>  <b>Material:</b> Able to explain the Service Quality System. <b>References:</b> Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016. <i>Services Marketing: Integrating Customer Focus across the Firm. Third European Edition. McGraw Hill</i>  <b>Material:</b> Able to explain the Service Quality System <b>References:</b> Lovelock, Christopher & Laurent Wright, 2004, <i>Principles of Services Marketing and Management, Fourth Edition, International Edition, Pearson Education International, Inc., Prentice Hall, New Jersey.</i>	5%
16	Final exams			3 X 50			30%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	65%
2.	Project Results Assessment / Product Assessment	10%
3.	Test	20%
		95%

#### Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.

11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.