





**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA**  
**FACULTY OF SOCIAL SCIENCES AND POLITICAL SCIENCE**  
**BACHELOR'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (S1)**

**DOCUMENT CODE**  
 Course  
 Description/BUSINESS  
 ADMINISTRATION  
 S1/152220362/2023

**COURSE DESCRIPTION**

COURSE		CODE :	Course Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Service Marketing (152220362)			Marketing	T = 2 (3,2 ECTS)	P = 0	5	03 January 2023
AUTHORIZATION	Course Description Developer	Head of Cluster		Head of Study Programme			
	1. HUMAM SANTOSO UTOMO 2. SUSANTA 3. ENY ENDAH PUJIASTUTI	 HUMAM SANTOSO UTOMO		 Drs. Indro Herry Mulyanto, M. Si			
Learning Outcomes (LO)	General Learning Objective (GLO)						
	A1	Apply religious, national, <i>bela negara</i> , and professional ethics values independently and in a group setting. (LO 1)					
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking. (LO 2)					
	K1	Apply theories into business practices based on creativity, innovation, and the utilisation of information technology. (LO 6)					

SS4	Formulate functional business strategies in the context of utilising technology in both conventional and digital business models for business development. (LO 13)
<b>Course Learning Outcomes (CLO)</b>	
CLO1	Students are able to manage and evaluate marketing programmes for service industry. (S1,P1,KU1,KK4)
<b>Final Proficiency in Each Learning Stage (Sub-CLO)</b>	
Sub CLO1	Students understand the concepts, definitions, and characteristics of services. (CLO 1) ( C2, A4, P2 )
Sub CLO2	Students comprehend the concept of service marketing (CLO 1) (C2, A4, P2).
Sub CLO3	Students understand the concept of Relationship Marketing (CLO 1) (C2, A4, P2).
Sub CLO4	Students understand the concept of service market segmentation (CLO 1) (C2, A4, P2).
Sub CLO5	Students understand the concepts of service positioning and differentiation (CLO 1) (C2, A4, P2).
Sub CLO6	Students understand the concept of the service marketing mix (CLO 1) (C2, A4, P2).
Sub CLO7	Students are able to develop a service marketing plan (CLO 1) (C5, A4, P2).
Sub CLO8	Students are able to understand customer-centric marketing (CLO 1) (C2, A4, P2).

Sub  
CLO9

Students are able to understand marketing in the hospitality industry (CLO 1) (C5, A4, P2).

Sub

Students are able to understand marketing in the banking industry (CLO 1) (C5, A4, P2) CLO13

Sub CLO14	Students are able to understand marketing in the tourism industry (CLO 1) (C5, A4, P2)			
<b>Correlation of CPL to Sub-CLO</b>				
CPL	<b>A1</b>	<b>GS 1</b>	<b>K1</b>	<b>SS4</b>
<b>Sub CLO1</b>	X	X	X	X
<b>Sub CLO2</b>	X	X	X	X
<b>Sub CLO3</b>	X	X	X	X
<b>Sub CLO4</b>	X	X	X	X
<b>Sub CLO5</b>	X	X	X	X
<b>Sub CLO6</b>	X	X	X	X
<b>Sub CLO7</b>	X	X	X	X

<b>Sub CLO8</b>	X	X	X	X
<b>Sub CLO9</b>	X	X	X	X
<b>Sub CLO10</b>	X	X	X	X
<b>Sub CLO11</b>	X	X	X	X
<b>Sub CLO12</b>	X	X	X	X
<b>Sub CLO13</b>	X	X	X	X
<b>Sub CLO14</b>	X	X	X	X

**Course Description**

This course will teach students how to understand the concepts of service marketing and its implementation in the service industry.  
 Language of Introduction: Bahasa Indonesia

<b>Learning Materials</b>	<ol style="list-style-type: none"> <li>1. Concept and definition of services</li> <li>2. The concept of service marketing</li> <li>3. Relationship Marketing</li> <li>4. Service market segmentation</li> <li>5. Service Positioning and Differentiation</li> <li>6. Service Marketing Mix</li> <li>7. Service Marketing Plan</li> <li>8. Customer-focused marketing</li> <li>9. Marketing in the Hospitality Industry</li> <li>10. Marketing in the Transport Industry</li> <li>11. Marketing in the Healthcare Industry</li> <li>12. Marketing in the Education Industry</li> <li>13. Marketing in the banking industry</li> <li>14. Marketing in the Tourism Industry</li> </ol>				
<b>References</b>	<p><b>Main :</b></p> <p>1. Adrian Payne, 2000. The Essence of Servove Marketing. Service Marketing. Publisher Andi Yogyakarta</p> <p><b>Supports:</b></p> <p>1. Relevant journals</p>				
<b>Lecturer</b>	Eny Endah Pujiastuti dan SUSANTA dan HUMAM SANTOSO UTOMO				
<b>Prerequisite subjects</b>	Marketing Management				
<b>Week</b>	<b>End capability of each learning stage (Sub-CLO)</b>	<b>Assessment</b>	<b>Learning Forms, Learning Methods, Assignments Students, [ Estimated Time ]</b>	<b>Material Learning [ Library] (Topic)</b>	<b>Assessment Weight (%)</b>



		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline</b>	<b>Online</b>		
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>

1	Students understand the concept, definition, characteristics of services	1. Students are able to explain the concept, definition, characteristics of services and distinguish service products from goods.	K = Rubric B = Assignment Case B = MID EXAM B = END EXAM	FL = Process Activities Learning DM = Lecture SA = Problem-solving tasks (Problem Solving)		- Concept and definition of services	
2	Students understand the concept of service marketing	1. Students are able to explain the concept of service marketing	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Problem-solving tasks (Problem Solving)		- Services marketing concept	
3	Students understand the concept of Relationship Marketing	1. Students are able to explain Relationship Marketing	K = Rubric B = Assignment Case	FL = Process Activities Learning DM = Student presentations in class SA = Problem-solving tasks (Problem Solving)		- Relationship Marketing	

4	Students understand the concept of service market segmentation	1. Students are able to explain the formation of service market segmentation	K = Rubric B = Assignment Case	FL = Process Activities Learning DM = Student presentations in class SA = Problem-solving tasks (Problem Solving)		- Services market segmentation	
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5	Students understand the concepts of Positioning and Service Differentiation	1. Students are able to explain and compile Service Positioning and Differentiation	K = Rubric B = Assignment Case	FL = Process Activities Learning DM = Student presentations in class SA = Problem-solving tasks (Problem Solving)		- Positioning and Differentiation Services	
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6	Students understand Service Marketing Mix	1. Students are able to explain and formulate policies Service Marketing Mix	K = Rubric B = Assignment Case	FL = Process Activities Learning DM = Lecture SA = Problem-solving tasks (Problem Solving)		- Marketing mix Service Marketing	
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7	Students are able to develop a service marketing plan	1. Students are able to compile a Service Marketing Plan Services Marketing Plan	K = Rubric B = Participation	FL = Activities Assignment Structured DM = Collaborative learning SA = Discussing a specific case that is done collaboratively		- Plan Service Marketing	
8	Mid Exam						

9	Students are able to understand customer-focused marketing	1. Students are able to explain customer-focused marketing	K = Rubric B = Assignment Case	FL = Process Activities Learning DM = Student presentation in class SA = Assignment Problem Solving (Problem Solving)		- Customer-focused marketing	
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10	Students are able to understand marketing in the hospitality industry	1. Students are able to explain marketing Hospitality Industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- Hospitality Industry	
11	Students are able to understand marketing in the transport industry	1. Students are able to explain marketing in the Transport Industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- marketing in Industry Transport	

12	Students are able to understand marketing in the health industry	1. Students are able to explain marketing in the healthcare industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- marketing in Industry Healthcare	
13	Students are able to understand marketing in the education industry	1. Students are able to explain marketing in the education industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- marketing in Industry Education	

14	Students are able to understand marketing in the banking industry	1. Students are able to explain marketing in the banking industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- marketing in the banking industry	
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15	Students are able to understand marketing in the tourism industry	1. Students are able to explain marketing in the Tourism Industry	K = Rubric B = Assignment Case	FL = Activity Assignment DM = Case-based learning S A = Discussing a specific case that is done collaboratively		- marketing in Industry Tourism	
16	Final Exam						



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Sub CLO10	Students are able to understand marketing i
Sub CLO11	Students are able to understand marketing i
Sub CLO12	Students are able to understand marketing i

**STUDENT TASK PLAN 1**

<b>Course Content</b>	<b>SERVICES MARKETING</b>		
<b>Course Code</b>	<b>152220362</b>	<b>CREDIT POINT: 2 (2-0)</b>	<b>Semester : 5</b>
<b>Lecturer</b>	Eny Endah Pujiastuti dan SUSANTA dan HUMAM SANTOSO UTOMO		
<b>Task Form</b>	Paper base		
<b>Task Title</b>	Paper preparation, presentation and discussion		
<b>Sub CLO9 and Sub CLO10 and Sub CLO11 and Sub CLO12 and Sub CLO13 and Sub CLO14</b>	<ul style="list-style-type: none"> <li>- Students are able to understand marketing in the hospitality industry</li> <li>- Students are able to understand marketing in the transport industry</li> <li>- Students are able to understand marketing in the health industry</li> <li>- Students are able to understand marketing in the education industry</li> <li>- Students are able to understand marketing in the banking industry</li> <li>- Students are able to understand marketing in the tourism industry</li> </ul>		
<b>Task Description</b>	Paper on service industry marketing		

<b>Object of Work</b>	Hospitality, education, banking, healthcare, transport, and tourism service industries
<b>Assignment Method</b>	Group

**Form and Format of**

**Output Paper**

**Indicators and Assessment Weight**

**Originality, recency of references, mastery of material**

**Implementation Schedule**

**10th-14th meeting**

**Other:**

**Group work**

**Reference List:**

**Relevant journals of the last 5 years (chosen by the student)**

Yogyakarta, 03 January 2023

Eny Endah Pujiastuti



SUSANTA



HUMAM SANTOSO UTOMO







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<b>Course Name</b>		<b>Service Marketing</b>	
<b>Code:</b> 152220362	<b>Credit Point (T/P): 2/0</b> Semester: 5	<b>Course Cluster</b> Marketing	<b>No:</b> <b>Date:</b>
<b>AUTHORISATION</b>	AUTHORING TEAM	<b>Head of Cluster: HUMAM SANTOSO UTOMO</b>	<b>Head of Study Programme: Drs. Indro Herry Mulyanto, M. Si</b>
<b>Week (1)</b>	<b>Sub CLO (2)</b>	<b>Form of Assessment (Assessment) (%) (3)</b>	<b>Weight(%) (4)</b>
	Sub CLO2 Students understand the concept of service marketing (C2, A4, P2)	Case Assignment () Project Task () Assignment () Written Test () Presentation () Participation ()	
	Sub CLO9 Students are able to understand marketing in the hospitality industry (C5, A4, P2)	Case Assignment () Project Task () Assignment () Written Test () Presentation () Participation ()	
<b>8</b>	<b>MID EXAM</b>	<b>WRITTEN TEST</b>	<b>35</b>
1,2,10	Sub CLO1 Students understand the concept, definition, characteristics of services (C2, A4, P2)	Case Assignment (2,0,2) Project Task (0,0,0) Assignment (0,0,0) Written Test (0,0,0) Presentation (0,0,0) Participation (0,2,0)	4 0 0 0 0 2

3	Sub CLO3 Students understand the concept of Relationship Marketing (C2, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
4	Sub CLO4 Students understand the concept of service market segmentation (C2, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
5	Sub CLO5 Students understand the concepts of Positioning and Differentiation Services (C2, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
6	Sub CLO6 Students understand Service Marketing Mix (C2, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
7	Sub CLO7 Students are able to develop a service marketing plan (C5, A4, P2)	Case Assignment (0) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (4)	0 0 0 0 0 4

9	Sub CLO8 Students are able to understand customer-focused marketing (C2, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
11	Sub CLO10 Students are able to understand marketing in the transport industry (C5, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
12	Sub CLO11 Students are able to understand marketing in the health industry (C5, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
13	Sub CLO12 Students are able to understand marketing in the education industry (C5, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
14	Sub CLO13 Students are able to understand marketing in the banking industry (C5, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0

15	Sub CLO14 Students are able to understand marketing in the tourism industry (C5, A4, P2)	Case Assignment (2) Project Assignment (0) Assignment (0) Written Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
<b>16</b>	<b>FINAL EXAM</b>	<b>WRITTEN TEST</b>	<b>35</b>
<b>Total Assessment Weight</b>			<b>100%</b>