**Hacıyeva Leyla\_Xidmət sahələrinin marketinqi**

1. Characteristics of a services: Inseparability, Intangibility and Perishability
2. Characteristics of a services: Heterogeneity, lack of ownership and Fluctuating Dema**nd**
3. Classification of a services
4. What is a service? Explain the role of Services in the modern economy
5. Evolution and growth of Service Sector. THE FIRST ERA: SERVICES MARKETING
6. Evolution and growth of Service Sector. THE SECOND ERA: THE EMERGENCE OF A MULTIDISCIPLINARY FIELD
7. Powerful forces are transforming service markets: Social changes and Business trends
8. Powerful forces are transforming service markets: Government policies, Advances in information technology and Globalization
9. The main reasons of the application of modern marketing principles by service generating organizations
10. Concepts of service marketing
11. Explain The Triangle Model' of Services Marketing
12. The service marketing-mix: Product, Pricing, Promotions and Placement
13. The service marketing-mix: People, Process and Physical evidence
14. THE THREE-STAGE MODEL OF SERVICE CONSUMPTION
15. PREPURCHASE STAGE
16. SERVICE ENCOUNTER STAGE
17. POSTENCOUNTER STAGE
18. Main types of Perceived Risks of Purchasing and Using Services
19. Explain the Servuction Model
20. -25 SWOT analysis
21. What is competituve advantage and how could companies achieve it?
22. Branding Service Products
23. Explain Basic Focus Strategies for Services
24. Explain the process of New Service Development
25. Explain Important vs. Determinant Attributes for services
26. Distribution in a Services Context
27. Determining Type of Contact: Options for Service Delivery
28. What is segmentation on service markets?
29. What is a Brand Positioning?
30. Place and Time Decisions in Service distribution
31. Designing a Service Product
32. Delivering Services Online
33. Explain facilitating supplementary services
34. Role of Intermediaries in Service distribution
35. Explain enhancing supplementary services
36. Explain the pricing tripod

42-45. Tasks on determining the radius vector of the potential sales area of the products of shopping center

46-49. Tasks on pricing

50. explain the role of marketing communication for services

51. Explain the The “5 Ws” Model for services

52. Explain the Marketing Communications Mix

53. Explain the Effective Advertising on Internet

54. Explain the communication Messages Originating from Outside the Organization: WOM, blogs, twitter and etc.

55. What is corporate design?

56. Explain the main Elements of good corporate design

57. What Is Service Quality?

58. Explain the Gaps Model of Service Quality

59. Explain The SERVQUAL Measurement Scale

60. Explain the tangibles dimensionof SERVQUAL

61. Explain the reliability and responsiveness dimensionsof SERVQUAL

62. Explain the assurance and empathy dimensionof SERVQUAL

63. Explain the Service Quality Information Systems

64. What is main Components of a service quality information system?

65. Explain Mystery Shopping and Employee Surveys

66-70. Tasks on defining advertising effectiveness

71-75. Tasks on defining the index of price elasticity