

# **MARK2055**

## **Services Marketing and Management**

### **Course Outline**

### **Semester 2, 2017**

## **Course-Specific Information**

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the School's Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

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## COURSE-SPECIFIC INFORMATION

### 1 STAFF CONTACT DETAILS

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 Consultation: Wednesday 15:00 - 16:00 or by appointment

Tutor: Ms Stephanie Hermawan  
 Email: (TBA)

### 2 COURSE DETAILS

#### 2.1 Teaching Times and Locations

Lectures start in Week 1(to Week 12): Friday, 11:00 to 14:00 during non-tutorial weeks (i.e., Weeks 1 and 12) and Thursday, 11:00 to 13:00 during tutorial weeks (i.e. Weeks 2 to 11).

	Day	Time	Location
Lecture	Friday	11:00 – 14:00 (Weeks 1 and 12)	Mathews Theatre D
		11:00 – 13:00 (Weeks 2 to 11)	Central Lecture Block (CLB) 1
Tutorial	Friday	10:00 – 11:00 (Weeks 2 to 11)	BUS 205
	Friday	13:00-14:00 (Weeks 2 to 11)	Morven Brown LG2

#### 2.2 Units of Credit

The course is worth 6 units of credit. There is no parallel teaching in this course.

#### 2.3 Summary of Course

Services are ubiquitous. As consumers, we purchase services every day – be they retail banking, using a supermarket or restaurant, a holiday, medical services, transportation, visiting immigration consultants, travel agents or hairdressers (higher education is also a service!). Professional services (of a B2B or B2C nature) are equally prominent and include legal services, financial planning, accountancy, architects, management consultancy, financial services, information technology, market research, and engineering services. Experiential services (tourism, sport, theatre) are also growing. However, it is important to remember that many product-based organisations (e.g., IBM, Federal Express) have a strong service component. The thriving Service-Dominant Logic movement highlights that “all firms are service firms; all markets are centred on the exchange of services”.

This course was developed because for business, in any industry, service provision is a key differentiator. The implications of service provision, and how services are best managed and marketed, are steadily gaining importance. Therefore, students who plan to work in service industries, or the customer service division of manufacturing industries, must be prepared sufficiently to do so. This course aims to help students understand the

practical implications of the unique characteristics of services and service provision and to help them cope with the challenges of marketing and managing a service. To achieve this aim, we build upon, and expand, marketing management concepts and models, demonstrating how they apply to the services sector.

## 2.4 Course Aims and Relationship to Other Courses

Services Marketing and Management (MARK2055) is a level two marketing elective. It builds on the concepts taught in Marketing Fundamentals (MARK1012) and applies them to the services industries sector.

The central aim of this course is to introduce students to services marketing and to develop an understanding of the fundamental concepts and strategies that differentiate the marketing of services. The key course objectives are as follows:

- Developing an understanding of the challenges involved in marketing and managing services as opposed to manufactured goods.
- Identifying and analysing the various components of the “services marketing mix” and the importance of service design.
- Understanding key issues concerning the management and measurement of service quality and customer satisfaction.
- Appreciating the intertwined role of service personnel and customers with respect to service delivery, service failures, and service recovery issues.
- Identifying strategies to address service organisation issues such as managing supply and demand, relationship management, and the overlap in marketing, operations management, and human resource systems.
- Developing important workplace skills such as cooperation, teamwork, meeting deadlines, report writing, and oral presentations, through group projects and cooperative learning activities.

## 2.5 Student Learning Outcomes

By the end of this course you should be able to:

1. understand the key concepts and principles of services marketing;
2. explain how the unique characteristics of service products impact on design and execution of marketing strategies for services;
3. describe the problems faced by services marketing professionals as well as tools and models managers might employ to increase customers’ perceptions of satisfaction, service quality and value;
4. understand how different elements of the services marketing mix can be used to address a range of marketing issues facing services organisations;
5. distinguish different service types that make up the services industry and draw implications for marketing strategy development;

6. foster critical thinking and problem solving skills in services marketing and management;
7. construct written work which is logical, structured, succinct, and professionally presented;
8. communicate ideas in a succinct and clear manner; and
9. plan and execute a project as part of a team and employ effective and efficient group work strategies in a problem solving environment.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate coursework students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate coursework students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	1. Understand the key concepts and principles of services marketing. 2. Explain how the unique characteristics of service products impact on design and execution of marketing strategies for services. 3. Describe the problems faced by services marketing professionals as well as tools and models managers might employ to increase customers' perceptions of satisfaction, service quality and value. 4. Understand how different elements of the services marketing mix can be used to address a range of marketing issues facing services organisations. 5. distinguish different service types that make up the services industry and	<ul style="list-style-type: none"> <li>• Class Participation</li> <li>• Major Project</li> <li>• Final Exam</li> </ul>

		draw implications for marketing strategy development.	
2	Critical thinking and problem solving	6. Foster critical thinking and problem solving skills in services marketing and management.	<ul style="list-style-type: none"> <li>• Class Participation</li> <li>• Major Project</li> <li>• Final Exam</li> </ul>
3a	Written communication	7. Construct written work which is logical, structured, succinct, and professionally presented;	<ul style="list-style-type: none"> <li>• Class Participation</li> <li>• Major Project</li> <li>• Final Exam</li> </ul>
3b	Oral communication	8. Communicate ideas in a succinct and clear manner.	<ul style="list-style-type: none"> <li>• Class Participation</li> </ul>
4	Teamwork	9. Plan and execute a project as part of a team and employ effective and efficient group work strategies in a problem solving environment.	Not specifically assessed.
5a.	Ethical, social and environmental responsibility	- Not specifically addressed in this course.	Not specifically assessed.
5b.	Social and cultural awareness	- Not specifically addressed in this course.	Not specifically assessed.

### 3 LEARNING AND TEACHING ACTIVITIES

This course adopts an active, adult-learning approach that values interactive learning and teaching. The foundations of this approach are tailored readings for each topic, combined with students' experiences from their workplace and as service consumers. Assignments are designed to reinforce and apply service marketing concepts in a range of contextual settings. The diverse cultural mix of students will be used to provide practical examples of how culture impacts on a range of customer service issues.

This course will be conducted on a discussion and lecture basis. Importantly, it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models.

It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course.

The lectures will primarily summarise and synthesise the key points in the chapters and readings and explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.

The tutorials will be primarily used for practical exercises and discussion of assigned readings to help students explore and apply the learned services marketing concepts.

### 4 ASSESSMENT

#### 4.1 Formal Requirements

In order to pass this course, you must:

- Achieve a composite mark of at least 50; and
- Attend at least 80% of all lectures and tutorials (as per university regulations).

## 4.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
Class Participation	20%	-	Ongoing
Major Project (Group)	30%	3,000 words	17:00, Friday, 27 October 2017
Final Exam	50%	2 hours	University Exam Period
Total	100%		

## 4.3 Assessment Format

### 4.3.1 Class Participation (20%)

Class participation will provide opportunities for peer learning, strengthening students' ability to actively argue their decisions regarding the services marketing issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning. This is designed to make sure we have a rich and stimulating class discussion.

Your participation includes the responsibility to share your understanding and judgment with the class in order to advance the group's collective skills and knowledge. This means I will need your active participation to make the class a rewarding experience for everyone. Read the materials assigned for every class, thoroughly prepare cases, take part in pertinent discussions, listen to others with respect, and you will be rewarded.

Moreover, each week, students will be asked to provide written comments or questions during class/tutorial exercise, either as a group or as an individual.

**Please refer to the full version of the MARK2055 course outline for more details on this assessment item, i.e. key requirements/tasks and marking criteria. The full version of the course outline will be made available via Moodle course website by 24 July 2017.**

### 4.3.2 Major Project (Group) (30%)

You are to write a report based on the study of two service practices (one best and one worst) within the same industry.

**Due date:** 17:00, Friday, 27 October 2017

**Word limit:** Maximum 3,000 words (All included except UNSW assignment cover sheet, references and appendices)

**Submission:** To Turnitin via Moodle

**No. of students per group:** 4 – 5

**Please refer to the full version of the MARK2055 course outline for more details on this assessment item, i.e. key requirements/tasks and marking criteria. The full version of the course outline will be made available via Moodle course website by 24 July 2017.**

### 4.3.3 Final Exam (50%)

The final exam will take place in the formal examination period at the end of the session and is worth 50% of the total marks for this course. It will be a 2-hour, closed book exam. It will be comprehensive in nature and will draw on work covered in lectures, discussions,



textbook material and course readings. The final exam aims to test students' understanding and application of service marketing theories covered during the semester. It thus contains theory application questions. Details on specific topics on the exam will be discussed in Week 12. **YOU MUST SCORE 50 POINTS OR MORE (100 POINTS IN TOTAL) IN THIS FINAL EXAM IN ORDER TO PASS THE COURSE.**

The final exam will be organised by the UNSW exam unit. The time and location of the final exam will be announced once the university exam timetable is released. No early examinations are possible. When the provisional examination timetable is released, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student's responsibility to be familiar with these rules.

#### 4.4 Assignment Submission Procedure

##### ***A) For case study - individual paper***

Case study must include a cover sheet and be signed by the student. The School of Marketing Individual Assignment Cover Sheet can be found at:

<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf>

Student **MUST** submit written assignments through the course website. The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their reports until the deadline. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their papers during working hours so as to receive any technical support, if necessary. Technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: <http://teaching.unsw.edu.au/turnitin-students>.

##### ***B) For major project***

Major project must include a cover sheet and be signed by all students in the group. The School of Marketing Group Assignment Cover Sheet can be found at:

<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf>

Students **MUST** submit major projects through the course website. **ONLY ONE STUDENT IN THE GROUP SUBMITS THE MAJOR PROJECT.** The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their papers until the due deadlines. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their reports during working hours so as to receive technical support, if necessary. Technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: <http://teaching.unsw.edu.au/turnitin-students>.

#### 4.5 Special Consideration, Late Submission and Penalties

For information on Special Consideration please refer to the Business School's Course Outlines Policies webpage



Late submission of written assignments will attract a penalty of 10% per day (including weekends) or part thereof. Assessment items submitted more than five days after the due date will be awarded zero marks. Your written assignment will be considered late after a 10 minute grace period.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

#### **Quality Assurance**

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## **5 COURSE RESOURCES**

### **5.1 Prescribed Text**

Lovelock, C., Patterson, P. and Wirtz, J. (2015). *Services Marketing – An Asia-Pacific and Australian Perspective (6<sup>th</sup> edition)*, Pearson Education Australia, Sydney.

### **5.2 Recommended book**

Wirtz, J. and Lovelock, C. (2016). *Services Marketing: People, Technology, Strategy* (8<sup>th</sup> edition), World Scientific, Hackensack, NJ.

### **5.3 Recommended Journals for further readings:**

- **Journal of Service Research**
- Journal of Service Management
- Journal of Services Marketing
- Journal of Consumer Research
- **Journal of Marketing**
- **Journal of Retailing**
- **Journal of the Academy of Marketing Science**
- Management Science
- **Harvard Business Review**
- **Sloan Management Review**

## **6 COURSE EVALUATION AND DEVELOPMENT**

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience responses.

## 7 COURSE SCHEDULE

COURSE SCHEDULE			
Week	Topic	Text Readings <sup>1</sup>	Tutorial Schedule
Week 1 28 July	Overview: Service, Service Encounters and Positioning	Ch. 1-3	(no tutorial)
Week 2 4 August	Customer Satisfaction and Service Quality	Ch. 12	Introduction and tutorial exercise
Week 3 11 August	Customer Complaints, Service Recovery, Customer Loyalty	Ch. 13-14	Tutorial exercise 1
Week 4 18 August	Contemporary Services Marketing Issues		Tutorial exercise 2
Week 5 24 August	Product – Developing Service Products	Ch.4	Tutorial exercise 3
Week 6 1 September	Place – Distributing Services	Ch. 5	Tutorial exercise 4
Week 7 8 September	Price – Pricing Strategy and Managing Demand	Ch. 6-7	Tutorial exercise 5
Week 8 15 September	Promotion – Integrated Service Marketing Communications	Ch. 8	Tutorial exercise 6
Week 9 22 September	People - Managing People for Service Advantage	Ch. 9	Tutorial exercise 7
Mid-semester break: 23 September – 2 October inclusive (2 Oct = Labour Day Public Holiday)			
Week 10 6 October	Process – Design Service Delivering Process	Ch. 11	Tutorial exercise 8
Week 11 13 October	Physical Evidence – Crafting the Service Environment	Ch.10	Tutorial exercise 9
Week 12 20 October	Review and Wrap-up	Ch. 1-14	(no tutorial)

<sup>1</sup> The textbook chapter readings are an indication only. To obtain a deeper understanding of each topic, it is important that students read additional papers and books that are related to each topic. A list of recommended journals and additional texts are listed under “Course Resources”.