

Course Outline 2017
MKTG 305: SERVICES MARKETING AND MANAGEMENT (15 POINTS)
Semester 1 (1173)

Course Prescription

The marketing and management issues faced by organizations competing in the service sector or other firms developing service as a source of competitive advantage. The course also looks at the implications of relationships, customer satisfaction, service recovery and other critical elements in services marketing.

Programme and Course Advice

Prerequisite: MKTG 201 and 202

Restriction: MKTG 391

Goals of the Course

To provide students with a sound theoretical and practical understanding of service marketing, with a focus on the opportunities and challenges presented to service design and delivery by changing technology. At the end of this course, you should have a clear understanding of the modern service-scape, and issues faced by managers in organisations seeking to innovate their customer service experience.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value;
2. Identify critical issues in service delivery including identifying and managing customer service experiences, expectations, perceptions and outcomes;
3. Demonstrate ability in evaluating service designs;
4. Demonstrate appropriate oral and written communication skills;
5. Explain principles and behaviours underlying effective performance in teams.

Content Outline

NB: subject to change

Week 1: Introduction, overview and project briefing
Week 2: Understanding services
Week 3: Service design (1) Business models for services
Week 4: Service design (2) Customer insight for services
Week 5: Service design (3) Value propositions for services
Week 6: Integrating design and delivery – competencies, big data & digital insights
Week 7: Service delivery (1) Communicating the service value proposition
Week 8: Service delivery (2) Service recovery, managing social media
Week 9: Service delivery (3) Managing service relationships
Week 10: Presentation week
Week 11: Debrief and prize giving
Week 12: Course summary & exam brief

Learning and Teaching

Please be sure to check these times and locations, as rooms and times can change at short notice.

Monday	12:00 p.m.	2:00 p.m.	OCH2/104-G54
Tuesday	3:00 p.m.	4:00 p.m.	MLT3/303-101

Teaching Staff

Course Co-ordinator & lecturer

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Course Administration Co-ordinator

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Justene McNeice

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Learning Resources

Recommended Text:

Lovelock, Patteron & Wirtz (2015) *Services Marketing: An Asia-Pacific & Australian Perspective* (6th Edition) Pearson, Melbourne, Australia

Assessment

1. Team tasks (6@3%) & peer evaluation (2%)	20%
2. Team project	30%
3. Final exam	50%
Total:	<hr/> 100%

Broad relationship between these assessments and the course learning outcomes:

Learning Outcome	Team tasks	Team project	Final Exam
1	X	X	X
2	X	X	X
3	X	X	X
4	X	X	
5	X	X	X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

If university or non-university matters are getting on top of you, please contact the University Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

Contact them on: **923 7681** to make an appointment or for more information go to: <https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html>

Student Feedback

Students will be asked to complete two teaching evaluations and one course evaluation. This feedback will help improve the course and its teaching in the future.