



## UNSW Course Outline

# MARK5816 Services Marketing Management - 2024

Published on the 25 Aug 2024

## General Course Information

Course Code : MARK5816

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Marketing

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This course focuses on the distinctive characteristics and problems of marketing in service organisations and for any organisation developing and marketing services as part of its business portfolio. It demonstrates why and how services require a distinctive approach to marketing

strategy - both in its development and in its execution. This course examines cases from commercial and not-for-profit organizations including banking, transportation, hotels, tourism, hospitals, education and professional services such as accountancy, engineering, and management consultancy. Anyone working in a service industry or for an organisation with a strong commitment to customer service will find this course relevant.

Exclusion: MARK5941

## Course Aims

The general course aims are:

- To inform you about the best current thinking on services marketing and management, through contemporary readings, current case analysis, and lectures.
- To sensitise you to services operations, service quality, and other elements of the services which customers and service providers experience.
- To immerse you in the services issues facing a particular service firm, so that you can apply your knowledge & skills in analysis and problem-solving.

## Relationship to Other Courses

Pre-requisite: MARK5700 or MARK5800, OR in program 8281 or 8282 or 8291 or 8406

## Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CL01 : demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services	• PL01 : Business Knowledge
CL02 : describe and discuss different service types and the implications for service strategy development;	• PL01 : Business Knowledge
CL03 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;	• PL02 : Problem Solving
CL04 : apply the 7 P's of the services marketing mix to develop a service strategy;	• PL02 : Problem Solving
CL05 : apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;	• PL02 : Problem Solving
CL06 : construct written work which is logically and professionally presented;	• PL03 : Business Communication
CL07 : communicate ideas in a succinct and clear manner;	• PL03 : Business Communication
CL08 : work collaboratively to complete a task	• PL04 : Teamwork

Course Learning Outcomes	Assessment Item
CLO1 : demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services	<ul style="list-style-type: none"> <li>• Class Participation</li> <li>• Service Practice Critique (Group)</li> <li>• Major Report</li> </ul>
CLO2 : describe and discuss different service types and the implications for service strategy development;	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Class Participation</li> <li>• Major Report</li> </ul>
CLO3 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> <li>• Major Report</li> </ul>
CLO4 : apply the 7 P's of the services marketing mix to develop a service strategy;	<ul style="list-style-type: none"> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> <li>• Major Report</li> </ul>
CLO5 : apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> </ul>
CLO6 : construct written work which is logically and professionally presented;	<ul style="list-style-type: none"> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> </ul>
CLO7 : communicate ideas in a succinct and clear manner;	<ul style="list-style-type: none"> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> </ul>
CLO8 : work collaboratively to complete a task	<ul style="list-style-type: none"> <li>• Service Practice Critique (Group)</li> <li>• Class Participation</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

## Learning and Teaching in this course

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.

Lectures will be conducted in hybrid mode (students can join either in-person or online). Tutorials

are offered on campus.

## Additional Course Information

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, service practice critique presentations, and discussion of assigned readings to help students explore and apply the learned services marketing concepts.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Class Participation Assessment Format: Individual	15%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li></ul>
Case Study Assessment Format: Individual	10%	Due Date: 27/09/2024 04:00 PM	<ul style="list-style-type: none"><li>• PLO2 : Problem Solving</li></ul>
Service Practice Critique (Group) Assessment Format: Group	30%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li></ul>
Major Report Assessment Format: Individual	45%	Due Date: 15/11/2024 04:00 PM	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li></ul>

# Assessment Details

## Class Participation

### Assessment Overview

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.

### Course Learning Outcomes

- CL01 : demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services
- CL02 : describe and discuss different service types and the implications for service strategy development;
- CL03 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;
- CL04 : apply the 7 P's of the services marketing mix to develop a service strategy;
- CL05 : apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;
- CL06 : construct written work which is logically and professionally presented;
- CL07 : communicate ideas in a succinct and clear manner;
- CL08 : work collaboratively to complete a task

### Detailed Assessment Description

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by 9 September 2024.

### Generative AI Permission Level

#### Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your

submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## **Case Study**

### **Assessment Overview**

You are required to analyse a service marketing/management case.

### **Course Learning Outcomes**

- CL02 : describe and discuss different service types and the implications for service strategy development;
- CL03 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;
- CL05 : apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;

### **Detailed Assessment Description**

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by 9 September 2024.

### **Assessment Length**

500 words

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **Generative AI Permission Level**

#### **Planning/Design Assistance**

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

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submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

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## **Service Practice Critique (Group)**

### **Assessment Overview**

You are to make a presentation based on the study of two service practices (one best and one worst) within the same industry. You are expected to supply the tutor with a soft copy of PowerPoint slides and any handouts/overheads that you use during the presentation as well as a 1-2 page summary the day before your presentation. All group members must actively participate during the presentation and Q&A.

### **Course Learning Outcomes**

- CL01 : demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services
- CL03 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;
- CL04 : apply the 7 P's of the services marketing mix to develop a service strategy;
- CL05 : apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;
- CL06 : construct written work which is logically and professionally presented;
- CL07 : communicate ideas in a succinct and clear manner;
- CL08 : work collaboratively to complete a task

### **Detailed Assessment Description**

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by 9 September 2024.

### **Assessment Length**

15-20 minutes (plus at least 20 minutes Q&A)

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **Generative AI Permission Level**

### **Assistance with Attribution**

This assessment requires you to write/create a first iteration of your submission yourself. You

are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## **Major Report**

### **Assessment Overview**

This major report is designed to help you understand customer expectations and why, as consumers, we are sometimes satisfied or dissatisfied with the service experience. By recording and analysing your own experiences, particularly in reference to the theories of services marketing, you should begin to discover what is truly needed to satisfy a customer.

### **Course Learning Outcomes**

- CL01 : demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services
- CL02 : describe and discuss different service types and the implications for service strategy development;
- CL03 : describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;
- CL04 : apply the 7 P's of the services marketing mix to develop a service strategy;

### **Detailed Assessment Description**

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by 9 September 2024.

### **Assessment Length**

2,500 words

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.



## Generative AI Permission Level

### Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## General Assessment Information

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

### Grading Basis

Standard

### Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the Assessment Summary section.

You are expected to attempt all assessment requirements in the course.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Overview: Service, Service Encounters and Positioning
	Tutorial	Service Practice Critique Group Allocation Tutorial Exercise 1
Week 2 : 16 September - 22 September	Lecture	Customer Satisfaction and Service Quality
	Tutorial	Tutorial Exercise 2
Week 3 : 23 September - 29 September	Lecture	Customer Loyalty and Contemporary Services Marketing Issues
	Tutorial	Tutorial Exercise 3
Week 4 : 30 September - 6 October	Lecture	Promotion – Integrated Service Marketing Communications
	Tutorial	Service Practice Critique Presentation 1 + Tutorial Exercise 4
Week 5 : 7 October - 13 October	Lecture	Product – Developing Service Products
	Tutorial	Service Practice Critique Presentation 2 + Tutorial Exercise 5
Week 6 : 14 October - 20 October	Lecture	Price – Pricing Strategy and Managing Demand
	Tutorial	Service Practice Critique Presentation 3 + Tutorial Exercise 6
Week 7 : 21 October - 27 October	Lecture	People – Managing People for Service Advantage
	Tutorial	Service Practice Critique Presentation 4 + Tutorial Exercise 7
Week 8 : 28 October - 3 November	Lecture	Process – Designing Service Delivery Process
	Tutorial	Service Practice Critique Presentation 5 + Tutorial Exercise 8
Week 9 : 4 November - 10 November	Lecture	Place – Distributing Services & Physical Evidence – Crafting the Service Environment
	Tutorial	Service Practice Critique Presentation 6 + Tutorial Exercise 9
Week 10 : 11 November - 17 November	Lecture	(No Lecture)
	Tutorial	(No Tutorial)

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

The teaching of this course consists of 9 weeks of lecture and tutorial. Please note that there is no lecture and no tutorial in Week 10 for this course.

## Course Resources

### Prescribed Resources

Prescribed Text

- Wirtz, J. and Lovelock, C. (2021). Services Marketing: People, Technology, Strategy (9th edition), World Scientific, Hackensack, NJ.

Recommended Books

- Keeling, D. I., de Ruyter, K. and Cox, D. (2022). Handbook of Research on Customer Loyalty.

Edward Elgar, Cheltenham.

- Lovelock, C., Patterson, P. and Wirtz, J. (2015). Services Marketing: An Asia-Pacific and Australian Perspective (6th edition). Pearson Education Australia, Sydney.
- Rust, R. and Huang, M.H. (2014) Handbook of Service Marketing Research. Edward Elgar, Cheltenham.
- Fisk, R., Russell-Bennett, R. and Harris, L. (2013) Serving Customer Global Services Marketing Perspectives. Prahran: Tilde University.

#### 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

## Recommended Resources

A list of recommended readings will be available via Moodle.

## Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

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. Based on the feedback from last offering, some changes were made including lecture content and examples, case study, and tutorial exercises. UNSW's 'My Experience' online student evaluation process is one of the ways in which student evaluative feedback is gathered. Feedback during the term is welcomed as well.

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Terrence Chong		Quad 3051 (Quadrangle Building - E15)	02-9348 1085	Consultation: 13:00 - 14:00 Friday via Microsoft Teams (during teaching weeks) or by appointment.	Yes	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning](#)

[outcomes.](#)

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application

immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

## **LATE SUBMISSION PENALTIES**

### **LATE SUBMISSION PENALTIES**

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## **FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE**

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## **Faculty-specific Information**

### **PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS**

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may

view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## **COURSE EVALUATION AND DEVELOPMENT**

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## **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.

## **TEACHING TIMES AND LOCATIONS**

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.