Description: Services Marketing

Subject | Cat-Nbr | Class | Term | Mode | Units | Campus
--------|---------|-------|------|------|-------|-------
MKT 3003 | 14199 | 2, 2002 | WEB | 1.00 | TWMBA

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Janelle McPhail
Moderator: Jane Summers

PRE-REQUISITES
Pre-requisite: MKT 1002

RATIONALE
Significant growth in the services sector of the Australian economy has called for a better understanding of service oriented businesses. Service industries now account for some 70%-80% of the gross domestic product (GDP) of industrialised countries, about half of the GDP of middle-income countries and close to one-third of the value-added generated in low-income countries. Service firms, which differ in many important respects from manufacturing businesses, require a distinctive approach to marketing strategy development and execution. This course aims to provide an understanding of the theory and practices in the development and execution of services marketing strategy.

SYNOPSIS
This subject is concerned with the special characteristics of services and developing strategies to deal with those characteristics. Topics to be covered include: distinctive aspects of services marketing, developing a framework for understanding services marketing, positioning the service organisation, managing the customer mix, managing the services marketing mix, organising, planning and implementing the marketing plan, international services marketing and applications in various services industries - tourism and hospitality, accounting, law, banking and finance, and others.

OBJECTIVES
On successful completion of this course students will be able to:
• outline the reasons why services have made a significant impact on our economy;
• understand the differences between goods and services marketing;
• demonstrate how these differences influence marketing strategy and the tactical design of the marketing mix elements;
• justify the use of customer service orientation in the design and implementation of service marketing activities;
• understand the relationship between service marketing, operations and human resource management in planning, designing, and delivering services;
• perform a comprehensive analysis of any service marketing situation and make realistic recommendations for managerial action;
• demonstrate an improvement in their analytical skills and their ability to express the results of their analysis orally and in writing.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Distinctive Aspects of Services Marketing</td>
<td>7.00</td>
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<tr>
<td>2. The Customer Experience - Understanding Services Consumer Behaviour</td>
<td>7.00</td>
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<td>3. Customer Satisfaction and Service Quality</td>
<td>15.00</td>
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<td>4. Customer Service and Service Recovery</td>
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<td>5. Relationship Marketing and Management</td>
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<td>6. Service Marketing &amp; Planning Process</td>
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<td>7. Service Product Design and the Strategic Impact of Information Technology</td>
<td>9.00</td>
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<td>8. Managing the Service Delivery Process</td>
<td>7.00</td>
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<td>9. Managing Capacity and Demand</td>
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<td>10. People Issues</td>
<td>10.00</td>
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<td>11. Pricing and Communication of Services</td>
<td>14.00</td>
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</tbody>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.
STUDENT WORKLOAD REQUIREMENTS

ACTIVITY          HOURS
Directed Study    120
Private Study     40

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>CASE STUDY REPORT</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>02 Sep 2002</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>21 Oct 2002</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S2</td>
</tr>
</tbody>
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NOTES:
3. You will be notified of the official examination date when the scheduling is finalised.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance...
because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

7 A Residential School will be cancelled if insufficient numbers, {10 for undergraduate/5 for postgraduate}, are enrolled by the cut-off date for enrolling in School. If a student's School is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.