The University of Southern Queensland

Course Specification

Description: Services Marketing

<table>
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<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
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<tr>
<td>MKT</td>
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<td>24199</td>
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<td>ONC</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Janelle McPhail
Moderator: Dawn Birch

PRE-REQUISITES
Pre-requisite: MKT1001 and MKT1002

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

Description.................................................................Weighting (%)
1. Distinctive Aspects of Services Marketing .............7.00
2. The Customer Experience - Understanding Services Consumer Behaviour .........7.00
3. Customer Satisfaction and Service Quality ............15.00
4. Customer Service and Service Recovery ...............10.00
5. Relationship Marketing and Management ..............7.00
6. Service Marketing & Planning Process .................7.00
7. Service Product Design and the Strategic Impact of Information Technology .........9.00
8. Managing the Service Delivery Process .................7.00
9. Managing Capacity and Demand .........................7.00
10. People Issues .......................................................10.00
11. Pricing and Communication of Services ...............14.00

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.
MKT2012 study package available from the USQ Bookshop.
Lovelock, C, Patterson, P & Walker, R 2000, Services marketing, an Asia Pacific perspective, 2nd edition, Pearson Education Australia,
(revised edition)
STUDENT WORKLOAD REQUIREMENTS

<table>
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<th>ACTIVITY</th>
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<td>Directed Study</td>
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ASSESSMENT DETAILS

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<td>(see note )</td>
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<td>SERVICE ENCOUNTER REPORT</td>
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NOTES:

. Dates for presentation work will be assigned in Week 2.
. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL: http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Examiner 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. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the Examiner. 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 Examiner 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 Examiner 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 Examiner 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 Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

2 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.

3 Course Weightings: 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.

4 Word Count in Assignments: 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.