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>
<th>Units</th>
<th>Campus</th>
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<tbody>
<tr>
<td>MKT</td>
<td>2012</td>
<td>34180</td>
<td>2, 2004</td>
<td>ONC</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080599

STAFFING
Examiner: Janelle McPhail
Moderator: Dawn Birch

REQUISITES
Pre-requisite: MKT1001

RATIONALE
Service industries are rapidly emerging as the most dominant force in most world economies, including Australia. Services 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. Understanding the distinctive characteristics of services is equally applicable to organisations whose core product is service (eg, banks, transportation companies, hotels, hospitals, professional services etc.) and to organisations that depend on service excellence for competitive advantage (eg, high technology, manufacturers and industrial products, etc.). This course aims to provide an understanding of the theory and practices in the development and execution of service marketing strategies (both consumer and business-to-business services).

SYNOPSIS
The theme of the course is that services (both commercial and not-for-profit) possess several unique characteristics that require a distinctive approach to marketing strategy - both in its development and execution. This is not to imply that the approach is unique, but rather distinctive. Therefore we build upon and expand the marketing concepts and models, and then adapt them to the services sector. We use marketing to examine how to improve service quality, increase and maintain customer satisfaction levels, generate customer loyalty, and create a healthy service culture within the firm. In services we discuss the 7 Ps of the 'Services Marketing Mix' (the traditional 4 Ps plus people, processes, and physical evidence).
Since many services have a strong people or employee component (the fifth "p" of the marketing mix), time is devoted to examining successful internal marketing and relationship management, in addition to the more traditional customer-focused external marketing.

**OBJECTIVES**

On completion of this course students will be able to:

1. outline the main reasons why services have made a significant impact on the economy of countries;
2. analyse the differences between services and goods and explain how these differences impact on service strategy development (7 Ps) and implementation;
3. outline the consumer decision process in the services context and analyse the main factors influencing the process;
4. explain what service quality means in service delivery and explain how perceptions of service quality are developed by customers;
5. understand how customers determine value in a service exchange and explain how this translates into a satisfied customer base;
6. discuss and analyse service failure and complaint behaviour and outline appropriate service recovery strategies;
7. understand and evaluate the role of employees and customers in service delivery, service satisfaction and service recovery;
8. understand and explain the relationship between service marketing, operations and human resource management in planning, designing, and delivering services;
9. justify a customer service orientation approach in the design and implementation of service marketing strategies;
10. perform a comprehensive analysis of any service marketing situation and justify realistic recommendations for managerial action;
11. develop effective electronic, written and oral communication skills;
12. demonstrate the ability to obtain relevant information from a range of credible sources to enable the development of logically well-structured arguments for given services marketing situations;
13. present material in correct written report format the correct Harvard style referencing of sources;
14. apply the case analysis process and solve a services marketing case; and
15. demonstrate an ability to work as part of a team (on-campus students only).

**TOPICS**

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>1. Distinctive Aspects of Services Marketing</td>
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<tr>
<td>2. The Customer Experience - Understanding Services Consumer Behaviour</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>
<td>10.00</td>
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<td>5. Relationship Marketing and Management</td>
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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:

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

MKT2012 study package available from the USQ Bookshop.
(revised and updated edition)

REFERENCE MATERIALS:
Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Assessment</td>
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<td>Directed Study</td>
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ASSESSMENT DETAILS

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<th>Wtg(%)</th>
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<tr>
<td>ASSIGNMENT 1</td>
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<td>(see note 1)</td>
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<td>ASSIGNMENT 3</td>
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<td>(see note 3)</td>
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NOTES:
1. Dates for presentation work will be assigned in Week 2.
2. Dates for case brief work will be assigned in Week 2.
3. 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 you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

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/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

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.