Description: Customer Service Relationship Marketing Management

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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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<td>8003</td>
<td>34275</td>
<td>2, 2004</td>
<td>WEB</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: MKT5000

RATIONALE
Services dominate the Australian economy and are becoming critical for competitive advantage in companies across the globe and in all industry sectors. For manufacturers like GE and IBM, services represent their primary growth and profitability strategies into the 21st century. Superior service quality drives the competitive advantage of excellent companies like Marriott Hotels and FedEx, traditional service businesses. And the Internet is one big service, the success of companies using this channel will depend heavily on the quality of their services from the customer's point of view. This course aims to provide an understanding of the theory and practices in the development and execution of service relationship marketing strategies.

SYNOPSIS
The course focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service (and services) are central to the course content. The course is equally applicable to organisations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, professional services etc.) and to organisations that depend on service excellence for competitive advantage (e.g., high technology, manufacturers and industrial products, etc.). In this course you will learn critical skills and gain knowledge needed to implement quality service and service strategies for competitive advantage across industries. Also frameworks for customer-focused management, and how to increase
customer satisfaction and retention through service strategies are discussed. Other topics that will be addressed include, service recovery, service mapping, linking customer management to performance measurement and cross-functional treatment of issues through integration of marketing with disciplines such as operations and human resources. This course provides pivotal content for tomorrow's businesses as they structure around process rather than task, and attempt to build strong relationships with their customers.

**OBJECTIVES**

On successful completion of this course students will be able to:

1. demonstrate an understanding of the differences and similarities between marketing goods and marketing services, and how these differences influence marketing strategy and the tactical design of the marketing mix;
2. explain how expectations and perceptions of service are developed by customers and how the alignment of these two dimensions of the customer gap are influenced by the provider gaps;
3. analyse the relationship between customer satisfaction and service quality and evaluate the dimensions of service quality on assessing a service encounter;
4. discuss and analyse the goals and benefits of relationship marketing and the related strategy of customer profitability segmentation;
5. discuss and analyse service failure and complaint behaviour and outline appropriate service recovery strategies;
6. understand and evaluate the critical role of employees and customers in service delivery, service satisfaction and service recovery;
7. understand and explain the relationship between services marketing, service operations and human resources management in the planning, designing, delivery and management of service organisations;
8. demonstrate an understanding of the strategies, tools and approaches for addressing the possible problems posed by the four provider gaps for a service organisation;
9. understand services marketing from both a managerial and entrepreneurial viewpoint;
10. perform a comprehensive service quality gap analysis and evaluation of a service organisation and justify realistic recommendations for managerial action to close provider gaps;
11. demonstrate further improvement in written communication, analytical, and logical reasoning skills through the preparation for and completion of assignments and the examination;
12. correctly reference sources of information using the Harvard referencing style;
13. demonstrate the ability to obtain relevant information from a range of credible sources to enable well-reasoned and balanced assessment of given services marketing situation; and
14. present assignments in the correct written format as per guidelines provided in the Communications Handbook.
TOPICS

<table>
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<th>Description</th>
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<tr>
<td>1. Introduction to Services Marketing</td>
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<td>2. Consumer Behaviour: Customer Expectations and Perceptions</td>
<td>15.00</td>
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<td>3. Listening to Customer Requirements</td>
<td>10.00</td>
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<td>4. Service Development, Design and Standards</td>
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<td>5. Physical Evidence and the Servicescape</td>
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<td>6. Employees' and Customers' Roles in Service Delivery</td>
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<td>7. Delivering Services through Intermediaries</td>
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<td>8. Managing Demand and Capacity</td>
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<td>9. Integrated Services Marketing Communications</td>
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<tr>
<td>10. Pricing of Services</td>
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<td>11. Managing Customer Profitability</td>
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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).

(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.

A list of references are available Online in the Resources section of the Course.
STUDENT WORKLOAD REQUIREMENTS:

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

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<td>25 Aug 2004</td>
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<td>ASSIGNMENT 2</td>
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<td>18 Oct 2004</td>
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NOTES:
1. 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:
   There are no attendance requirements for this course. However, it is the students' responsibility 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.

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 circumstances 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.