



**COLLEGE OF COMMERCE
DIVISION OF ECONOMIC AND FINANCIAL STUDIES
DEPARTMENT OF BUSINESS**

MKTG 207 SERVICES MARKETING

***UNIT OUTLINE
SEMESTER 1, 2006***

Lecture: Tuesday, 3:00pm~6:00pm, E6A 102

Tutorial: Tuesday, 5.00pm~6.00pm, E6A 102

Unit Convenor: Professor Greg Elliott

Prerequisites: MKTG101, or BBA101; Entry to BCom or BCom-Mktg

Students in this unit should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.

COURSE OBJECTIVE

This course in Services Marketing is intended to broaden your view of marketing and how it is increasingly being practised in business today. It is designed to cause you to question the prevailing conceptualisation of marketing as it has been studied and practised over the past 40 years or so. The course will examine marketing as it applies in industries which deal primarily in services, but also from the perspective of virtually all organisations in recognition of the fact that service is an integral part of the offerings of every organisation. The course builds on the material previously discussed in MKTG101 or BBA101 Marketing Fundamentals, a pre-requisite subject for this course.

The course will seek to apply the principles of services marketing to organisations in the private, public and not-for-profit sectors. It will also examine the characteristics and the unique problems caused by the differences between the marketing of tangible goods and the marketing of services. It will endeavour also to communicate the need for understanding in detail consumer behaviour as it applies to the purchase of services and to the interaction between customers and service providers.

Finally, the course will communicate the fact that the successful marketing of services and the successful delivery of service are critical elements in the development of customer satisfaction and the long-term success of an organisation. In this regard, the concept of service quality and its measurement will be discussed, as will the link between service quality and customer satisfaction. The factors that contribute to perceived service quality lie within the areas of responsibility of virtually all employees of an organisation. The provision of superior service, therefore, becomes the responsibility of other departments of the organisation (eg operations and human resources) in partnership with marketing.

The course is designed to assist the student in gaining a comprehensive understanding of the nature of services, of how the consumer buys and evaluates service, and of the multi-dimensionality of service. Furthermore, because the breadth of the topic is so wide, an additional dimension of the course will be to explore the range of issues within particular service industries or sectors (for example, financial services, tourism, public sector, professional services, retail services etc.)

Finally, for this course to be enjoyable and productive, a high level of student participation, independent thought and written expression is expected.

TEACHING STAFF

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- Tutor: Stephane Bignoux
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REQUIRED READING

The textbook for the course is:

Lovelock, C. H., Patterson, P.G. and Walker, R.H., *Services Marketing: An Asia-Pacific and Australian Perspective* (3rd Edition), Sydney: Pearson Education Australia, 2004.

COURSE FORMAT

The course will involve a number of different approaches to achieving its objectives. The course evaluation scheme reflects the fact that this is a multifaceted course, with several different elements contributing to the total grade.

Classes will generally follow a seminar format (as distinct from formal lectures) in which the emphasis will be on interactive discussion in which participants are expected to participate actively and to take responsibility for their own learning and their contribution to the class. A high level of involvement and constructive participation in classroom discussions is therefore expected of all students (and the class participation mark will reflect this involvement.)

Students are required to attend a minimum of 80% of lectures and tutorials. Failure to attend a minimum of 80%, without permission, can lead to exclusion from the final examination.

ASSESSMENT

The course offers a number of elements which provide the student the opportunity to demonstrate his or her understanding of the material and ability to apply the concepts of marketing and related fields in a services context:

| | |
|---|-------------|
| • Individual Case Study | 10% |
| • Class Participation | 10% |
| • Service Quality Assignment and Presentation | 30% |
| • Final Examination | <u>50%</u> |
| | <u>100%</u> |

* Please note also that individual contributions to the Service Quality Assignment will be assessed by a formal voting procedure conducted in the final tutorial.

Grades will be awarded according to the normal grading scheme; viz

| GRADE | High Distinction | Distinction | Credit | Pass | Pass Conceded | Fail |
|-------|------------------|-------------|--------|-------|---------------|------|
| % | 85-100 | 75-84 | 65-74 | 50-64 | 45-49 | 0-44 |

Students should be aware that their final mark and grade are subject to review and adjustment at the Examiners' Meeting.

CLASSES

Generally, lectures will involve formal presentation by the lecturer, together with discussion of selected videos. Tutorials will involve presentation and discussion of case studies, discussion of videos and student presentations of the group Service Quality project and report.

FINAL EXAMINATION

The final examination will occupy two and a half hours and will be a combination of case study and essays. For the case study, you will be expected to answer specific questions and problem(s). The essay question will comprise one compulsory essay and a choice of one of three essays.

INDIVIDUAL CASE STUDY

There will be one individually prepared written case study, to be submitted during tutorials in which you will be required to address a series of assigned questions. Cases will be allocated to each group, with one group presenting its solution with the remainder of the class “critiquing” the group’s analysis. The groups will be expected to lead the class in the presentation and discussion of the cases. Productive discussion of the case will contribute heavily in the participation mark.

Students should submit hardcopy of their individual case study (double-spaced; 12 pt) but should also retain a softcopy which can be accessed in need.

The case will thus be presented by the group in class (although it will have been prepared individually). The cases have specific questions to be answered. The cases will be presented and discussed in tutorials on the assigned day. (Allow for fifteen minutes presentation.). The written case study analyses will be collected on the day of the assigned case.

Length should be no more than 1,000 words.

Students are expected to at least read every case and be prepared to discuss them in class. However the schedule below applies for the “formal” case presentations and for the individual case analyses.

GROUP PROJECT: SERVICE QUALITY ASSIGNMENT

Each group is to present an analysis of the standard of customer service provided within a retail service context. Groups can choose to study one of the following industries/retail groupings:

- Restaurants (eg Chinese, Thai etc) or
- Fast Food chains (eg Chicken, Hamburgers, Pizza)

- Supermarkets
- Retail Fashion (eg Giordano, Esprit, Just Jeans)
- Record Stores (eg Sanity, HMV)
- Airlines (eg Virginblue, Jetstar, QANTAS, British))
- Retail Electronics (eg PowerHouse, Tandy)
- Coffee Shops (eg Gloria Jean's, Starbucks)
- Telecommunications Broadband Services
- (Other industries/retail groupings can also be studied with prior approval by the tutor.)

The tasks of the group are:

- firstly, to evaluate critically the standards of customer service provided by two competing organisations and,
- secondly, from the perspective of the lesser performing firm, to derive strategies to profitably improve customer service quality and marketing performance.

This analysis will include the following:

- Measuring service quality systematically (using a systemic methodology such as SERVQUAL) for two organisations
- Observing and recording other relevant marketing mix factors (eg product quality, location, product range)
- Summarising each firm's competitive position
- For the lesser performing organisation, recommending improvements in both service and other marketing mix elements (considering their revenue, costs and operational implications).

The report should be **no more than 3,000 words** (excluding appendices). Reports should be **submitted in hardcopy (double-spaced; 12 pt)** but the group should also retain a softcopy which can be accessed in need.

Reports are due on **the date of presentation of the final report but the absolute deadline is noon, Tuesday 13 June.**

Reports will be **presented and discussed in two tutorial sessions, as follows:**

- **Customer service results (Tutorial Sessions 7 and 8)**
- **Recommended marketing strategies (Tutorial Sessions 12 and 13).** (Allow for fifteen minutes presentation of each.)

Marks will be allocated as follows:

- Presentations 10%
- Final report 20%

COURSE SCHEDULE

| <u>Session</u> <u>Date</u> | <u>L, P & W</u> <u>Chapters</u> | <u>Tutorial Topic</u> |
|--|--|--|
| <u>Session 1 Tuesday 28 February</u> Course Introduction What is Services Marketing? | | |
| <u>Session 2 Tuesday 7 March</u> Distinctive Aspects and Developing Frameworks of Services Marketing | 1 | Services Marketing Video Case Discussion |
| <u>Session 3 Tuesday 14 March</u> Customer Involvement and Customer Behaviour | 2 3 | Perth Zoo (LPW, pp 487-493.) |
| <u>Session 4 Tuesday 21 March</u> Customer Satisfaction and Service Quality “Who Killed the Sale?” Video Case Discussion | 4 | Kiwi Experience (LPW, pp 480-486.) |
| <u>Session 5 Tuesday 28 March</u> Customer Complaints and Service Recovery | 5 | Federal Express (LPW, pp 532-536.) |
| <u>Session 6 Tuesday 4 April</u> Relationship Marketing Ritz-Carlton Video Case Discussion | 6 | The Race that Stops a Nation (LPW, pp 537-539.) |
| <u>Session 7 Tuesday 11 April</u> Segmentation and Positioning | 7 | Stockbroking in Cyberspace (LPW, pp 556-562.) |
| <u>Session 8 Tuesday 2 May</u> Product Strategy | 8 | First Group Project Presentations |
| <u>Session 9 Tuesday 9 May</u> Costs and Pricing | 10 | First Group Project Presentations (cont.) |
| <u>Session 10 Saturday Tuesday 16 May</u> Demand Management | 11 | Australian Pooch Mobile (LPW, pp 509-519.) |
| <u>Session 11 Tuesday 23 May</u> Advertising and Promotion | 12 | NSW Tourism Video Case Discussion |
| <u>Session 12 Tuesday 30 May</u> Managing Customer Service | 13 | Second Group Project Presentations |
| <u>Session 13 Tuesday 6 June</u> International Services Marketing Course Review, Exam Preparation | 14 | Second Group Project Presentations (cont.) |

EXAMINATIONS

The University Examination period in First Half Year 2006 is from 14 to 30 June.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at

<http://www.reg.mq.edu.au/Forms/APSCon.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university,

so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>