



College of Commerce
Division of Economic and Financial Studies
Department of Business

MKTG 207

SERVICES MARKETING

UNIT OUTLINE

SEMESTER 1, 2008

Lecture: Tuesday, 3.00pm ~ 5.00pm E6A 102

Tutorials: Monday, 1.00pm ~ 2.00pm E7B 164

Tuesday, 5.00pm ~ 6.00pm E6A 108

Tuesday, 6.00pm ~7.00pm E5A 313

Unit Convenor: Greg Elliott

Lecturer: Jana Bowden

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

- Lecturer: Jana Bowden
- Contact details: E-mail: jlhbowden@aol.com

Consultation hours: 5.00pm to 7.00pm Tuesdays after lectures

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* (4th Edition), Sydney: Pearson Education Australia, 2007.

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.

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. A weekly attendance roll will be kept for tutorial classes.

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 (written)	10%
• Group Case Study Presentation	5%
• Group Case Study Critique	5%
• 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

Lectures will involve formal presentation by the lecturer, together with occasional class discussion of selected videos. Students will be called on during the lectures to contribute to general discussion and to be involved in lecture exercises. Lectures will therefore often include elements of an interactive nature.

Tutorials will be conducted in a highly interactive manner. Students are expected to complete the required text readings and case studies each week and will be called upon by the tutor in class discussion to offer viewpoints and engage in critical discussion of the case material. Tutorials will involve the presentation and critical discussion of case studies, 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 multiple choice questions, a case study and short answers. For the case study, you will be expected to answer specific questions.

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. Length should be no more than 1500 words. The written case study should be in prose form and not in bullet points. 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 hardcopy written case study analysis will be collected during the tutorial in which the case has been assigned. Late submissions will not be accepted unless a current medical certificate is presented.

Cases will be allocated to each group, with one group presenting its solution and one group verbally “critiquing” the group’s analysis. Presenting groups will present for 15 minutes. Critiquing groups will lead the critical discussion of their assigned case for 20 minutes. The groups will be expected to lead the class in the presentation and critical discussion of the cases. Productive discussion of the case will contribute to the presentation and critique mark.

Students are expected to read every case during the course and be prepared to discuss them in class even if they are not scheduled to present or critique. However the schedule below applies for the “formal” case presentations and “critiquing” for the case analyses.

UNIT WEB PAGE

Course materials will be available on Blackboard. <http://learn.mq.edu.au>

GROUP PROJECT: SERVICE QUALITY ASSIGNMENT

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

- Hotel chains (eg. Sheraton, Hilton, Sebel etc)
- Fast food (eg. McDonalds, Krispy Kreme, KFC etc)
- Supermarket chains (eg. Coles, Woolworths etc)
- Retail Fashion (eg. Myer, David Jones etc)
- Airlines (eg. Qantas, Virgin, Singapore Airlines, Malaysian Airlines, SAS etc)
- Banking (eg. ANZ, Commonwealth, St George etc)
- Telecommunications Services (eg. Telstra, Optus etc)
- Higher education (eg. University of NSW, University of Sydney etc)
- Transport (eg. DHL, FedEx etc)
- (Other industries/retail groupings can also be studied with prior approval by the tutor.)

The major tasks of the group are:

- **To evaluate CRITICALLY the customer service provided by your two chosen competing organisations using SERVQUAL and interviews and,**
- **From the perspective of BOTH firms, but in particular the lesser performing firm, to derive strategies based on your critical analysis to improve customer service quality and marketing performance.**

Guidelines for your analysis:

- Briefly: Provide background information on the service category itself (eg. Guideline - Describe the category and what is it about, who are the broad competitors in the category, what are the positions of the competitors within it etc)
- Briefly: Provide a summary of the two chosen companies (eg. Guideline - historical background, market performance to date, strategy for entries and growth etc)
- Summarise each firm's competitive position in the market (eg. Guideline - service its providing, how it is trying to provide it, how it is trying to differentiate itself from its competitors, unique offerings?)
 - Measure and critically evaluate the service quality offered by your two organisations systematically (using SERVQUAL). A minimum sample size of thirty surveys per organisation is required.
 - Interview verbally a sample of 5 -10 customers who are patrons of your two organisations and report on their experiences (eg. Guideline - customer decision making process and choice behaviour within the sector, perceptions of the brand compared to other brands in the sector, their degree of satisfaction and dissatisfaction with the service they have received etc)
- Critically analyse the findings from your SERVQUAL survey and interviews. Comment in detail on your findings for both firms.
- For both organisations, but particularly, the lesser performing organisation, recommend improvements in both service and other marketing mix elements (7 P's). Base these recommendations specifically on the findings from your critical evaluations (ie. SERVQUAL survey and interview findings). Are these recommendations profitable? Achievable?

The report should be **no more than 3,000 words** (excluding appendices). Reports should be **submitted in hardcopy (double-spaced; 12 pt) AND softcopy.**

Reports are due **in the tutorial in week 13. Late submissions will not be accepted.**

- Reports will be **presented and discussed in four tutorial sessions.**
- The first group presentations reporting the critically analysed findings from your SERVQUAL survey and interviews will be presented in tutorial session 8 and 9 depending on your group allocation.
- The second round of group presentations reporting your specific recommendations to improve service based on the findings from your primary research will be presented in tutorial 12 and 13 depending on your groups allocation.
- Students should allow 15 minutes for presentations
- Marks will be allocated as follows:
- Presentation 1 5%
- Presentation 2 5%
- Final report 20%

COURSE SCHEDULE

<u>Session</u>	<u>L, P & W</u>	<u>Tutorial Topic</u>
<u>Session 1 Tuesday 26th Feb</u> Course Introduction & Welcome! What is Marketing? What is Services Marketing?	<u>Chapters</u> NA	No tutorial this week
<u>Session 2 Tuesday 4th Mar</u> New perspectives on marketing in the service economy. Services Marketing Video Case	1	Allocation of case studies, discussion of service quality report. & case study requirements
<u>Session 3 Tuesday 11th Mar</u> Customer behaviour	2	Perth Zoo Presentation (LPW, pp 502.) Aussie Pooch Mobile Group Critique
<u>Session 4 Tuesday 18th Mar</u> Customer Satisfaction and Service Quality “Who Killed the Sale?” Video Case Discussion	3	Kiwi Experience Presentation (LPW, pp 495.) Giordano Group Critique
<u>Session 5 Tuesday 25th Mar</u> Managing people for service advantage. Ritz Carlton Video Case Discussion	4	Announce Industry selections Starbucks Presentation (LPW, pp 540.) Incident in babies room Group Critique
<u>Session 6 Tuesday 1st April</u> Target marketing and positioning	5	Incident in the babies room Presentation (LPW, pp 513.) Starbucks Group Critique
<u>Session 7 Tuesday 8th April</u> Developing a product strategy	6	Group project preparation session
<u>Session 8 Tuesday 29th April</u>	8+9	Group Project Presentations (first round)

Costs and pricing & Demand Management

<u>Session 9 Tuesday 6th May</u> Advertising and promotion NSW Tourism Video Case	10	Group Project Presentations (first round)
<u>Session 10 Tuesday 13th May</u> Managing customer service and managing customer relationships	11+12	Giordano Presentation (LPW, pp 530) Kiwi Experience Group Critique
<u>Session 11 Tuesday 20th May</u> Customer complaints and service recovery	13	Aussie Pooch Mobile Presentation (LPW, pp 519.) Perth Zoo Group Critique
<u>Session 12 Tuesday 27th May</u> International Services Marketing	14	Group Project Presentations (second round)
<u>Session 13 Tuesday 3rd June</u> Course Review, Exam Preparation	Revision	Group Project Presentations (second round) Group written projects due

EXAMINATIONS

The University Examination period in First Half Year 2008 is from 11 to 27 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 be accessed at <http://www.student.mq.edu.au>

CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to "silent".