MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE

Year and Semester: Semester 1, 2009
Unit convenor: Dr. Jana Bowden

[Prerequisites / Corequisites:] MKTG101, or BBA101; Entry to BCom or BCom-Mktg

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT
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.

TEACHING STAFF

- Dr. Jana Bowden
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  - Consultation Hours: Tuesdays 10:30am-12:30 midday

CLASSES
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.

Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial per week.
The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

- Lecture: Tuesday 3-5pm Room E6A 102
  - Tutorials: Tuesday 5-6pm Room E6A 109
  - Tuesday 6-7pm C5A Room 313

**REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

The textbook for the course is:

Copies are available in library (eg, on reserve)

**UNIT WEB PAGE**

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

**LEARNING OBJECTIVES AND OUTCOMES**

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.

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.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students’ generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

*Communication skills, Critical analysis skills, Problem-solving skills*
TEACHING AND LEARNING STRATEGY

- This Unit is taught through formal lecture and tutorial style.
- Lectures will involve formal presentation by the lecturer, together with class discussion of theoretical concepts, practical examples and 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 include elements of an interactive nature.
- Tutorials will involve student presentation and discussion of assigned case studies. Tutorials will also include pop quizzes during which students will be randomly called upon to answer questions drawn from the Unit content. Students are expected to be highly involved in all tutorial activities and discussions.
- Students are encouraged to utilise the Unit webpage for discussions of course content and questions relating to theory presented in the Unit.
- Students are expected to read the assigned textbook chapter prior to all lectures and tutorials for each week.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Session 1 Tuesday 24th Feb</th>
<th>L, P &amp; W Chapters</th>
<th>Tutorial Topic</th>
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<tbody>
<tr>
<td>Course Introduction</td>
<td>NA</td>
<td>No tutorial this week</td>
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<tr>
<td>What is Services Marketing?</td>
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<td>VIDEO: Wellbeing</td>
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<td>Session 2 Tuesday 3rd Mar</td>
<td>1</td>
<td>Allocation of case studies</td>
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<td>New Perspectives - The Service Economy</td>
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<td>Discussion of service quality report</td>
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<td>VIDEO: Mayo Clinic</td>
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<td>Session 3 Tuesday 10th Mar</td>
<td>2</td>
<td>Perth Zoo Case p 502</td>
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<td>Customer Behaviour</td>
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<td>Session 4 Tuesday 17th Mar</td>
<td>3</td>
<td>Kiwi Experience Case p 495</td>
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<tr>
<td>Customer Satisfaction and Service Quality</td>
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<td>VIDEO: Ritz Carlton</td>
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<td>Session 5 Tuesday 24th Mar</td>
<td>4</td>
<td>Announce Industry selections</td>
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<td>Managing People for Service Advantage</td>
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<td>The Cape House p 515</td>
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<td>VIDEO: Mobilizing People for Breakthrough Service</td>
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<td>Session 6 Tuesday 31st April</td>
<td>5</td>
<td>Aussie Pooch Mobile p 519</td>
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<td>Target Marketing and Positioning</td>
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<td>VIDEO: Mariott Hotels</td>
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<td>Session 7 Tuesday 7th April</td>
<td>6</td>
<td>Giordano Case p 530</td>
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<td>Developing a Product Strategy</td>
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<td>Multiple Choice Quiz 30 mins</td>
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<td>DURING LECTURE</td>
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Throughout this Unit, students will gain an appreciation for the nature of Services Marketing and the way in which it is studied and practiced today. Students will develop a detailed understanding of the theoretical aspects of marketing service organisations via the examination of key concepts within services marketing theory. Students will additionally obtain a practical understanding of the implementation of service marketing principles through both the presentation and critical analysis of weekly case studies, as well as through the investigation and measurement of the service quality levels of two firms of their choice.

The course offers a number of assessment 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:

- Multiple Choice Quiz 10%
- Group Case Study Presentation 5%
- Class Participation 5%
- Service Quality Assignment and Presentation 30%
- Final Examination 50%

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.
CLASS PARTICIPATION

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 individually called upon by the tutor and by the presenting groups 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. Each tutorial will also involve a brief pop quiz during which individual students will be called upon to answer questions about the course material for that week. Please note participation of individual students will be judged based on the quality and frequency of input into class discussions and debate. This assessment is separate to, and independent of, the student’s contribution as presenter for the case study.

GROUP CASE STUDY PRESENTATION

Cases will be allocated to each group, with each group presenting its solution using PowerPoint slides according to the “Course Schedule” outlined above in this document. Presenting groups will present for 30 minutes. The groups will be expected to lead the class in the presentation and critical discussion of the cases. This includes involving the class directly in discussion of the case through questions directed at the audience. Presenting groups will be marked in part on their ability to involve and engage actively with the audience. It is expected that all non-presenting class members will engage in critical analysis and debate of the presented case. Involvement in this analysis and debate process will contribute strongly to each student’s semester participation mark. Students are therefore expected to read every case during the course and be prepared to discuss them in class even if they are not scheduled to present.

MULTIPLE CHOICE QUIZ

Students are required to complete an individual multiple choice quiz consisting of 30 questions. This quiz will examine students’ knowledge of Chapters 1-6 inclusive and will be conducted during the lecture on the 7th of April session. Students will be given 30 minutes to complete the test.

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)
- (Other industries/retail groupings can also be studied with prior approval by the tutor.)
Please note students will be individually marked on the basis of their individual contribution to the Service Quality Assignment. Each student's contribution mark to the assessment will be assessed by a formal group voting procedure conducted in the final tutorial.

The major tasks of the group are:

1. To evaluate CRITICALLY the customer service provided by your two chosen competing organisations using SERVQUAL and interviews and,

2. 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?)

a. 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.

b. 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 achievable?

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

Referencing should be based on the Harvard Author-Date convention

The first group presentations reporting the critically analysed findings from your SERVQUAL survey and interviews will be presented in tutorial sessions 8, 9 and 10 depending on your group allocation.

Students should allow 15 minutes for presentations.
Marks will be allocated as follows: Presentation 5%; Final report 25%
Reports are due sharp at the START of the tutorial in week 13. Late submissions will not be accepted.

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. The exam for this Unit will be held during the University Examination period.

The University Examination period in First Half Year 2009 is from 10 June to 26 June 2009.

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. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

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 Undergraduate 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.

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.