



MKTG207

Services Marketing

S1 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit has been developed in recognition of the size and growing importance of the services sector and of the distinctive characteristics of services (in contrast with tangible goods). This unit applies the principles of services marketing to organisations in the private, public and not-for-profit sectors. It will examine the characteristics and the unique problems caused by the differences between the marketing of tangible goods and the marketing of services. It will also endeavour to communicate the need for a detailed understanding of consumer behaviour as it applies to the purchase of services and to the interaction between customers and service providers. Finally, the unit will communicate the fact that the successful marketing of services and the successful delivery of customer 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. In addition to formal lectures, the unit will employ case studies and group project work and will examine contemporary business examples and best practice.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Assess the marketing environment and understand its impact upon key theoretic

marketing principles including product, pricing, place and promotion and importantly people, processes and physical evidence.

Understand and evaluate the differences between marketing a product versus a service. Critically evaluate and reflect upon specific services marketing decisions and services marketing strategies

Use primary research skills to collect, collate and integrate data analysing the performance of services firms.

Assessment Tasks

Name	Weighting	Due
<u>Assignment</u>	50%	Due weeks 3-11
<u>Specialist service report</u>	25%	In class week 13
<u>Industry case presentation</u>	5%	In class week 8 and 9
<u>Quiz</u>	20%	Week 6 (friday)

Assignment

Due: **Due weeks 3-11**

Weighting: **50%**

8.2.1 Assignment - 50%

One assignment with five parts is due throughout the program.

You are required to read each of the set case studies, or journal articles in the teaching schedule and answer each set question in paragraph form. Your focus should be primarily on the marketing theory you are being asked to discuss. You must source a minimum of one additional journal article from the Journal of Services Marketing or the Journal of Services Research which relates to topics discussed in your readings for the tutorial. Information from the journal article should be used to support your solution and you must correctly reference the article both in-text as an in-text citation using the Harvard author date method, as well as at the end of your solution by including a full reference to the article.

Submissions are to be formatted as follows; one single A4 page (strict page limit), size 11 times new roman font, single line spacing, registered student name, and student ID number printed at top of page along with topic title of submission. Each topic should amount to 500 words each, and a total of 2500 for all five combined. They are to be submitted to your tutor before your tutorial. Please bring a duplicate print out copy of your solution to class in preparation for class discussion and presentation. You will be split in to groups for discussion. The weekly set questions are outlined in the Teaching schedule table.

Note: Each submission will only be considered for the maximum 10% mark per piece if the student attends the duration of the tutorial in which he/she is submitting his/her submission. If a student does not attend the class, or arrives late/leaves early, the submission will not be accepted or marked. Late submissions are not accepted and will be graded as a zero. Exceeding the page limit will lead to a 2 mark reduction out of 10 marks in the final mark. Incorrect referencing in-text or in the reference list will lead to a deduction of 2 of the 10 possible marks. Failure to use one journal article to support your solutions will lead to a deduction of 2 of the possible 10 marks.

Aside from analysis of the case material, students are expected to actively engage with their class audience in order to generate meaningful class discussion and active class debate. Involvement in this discussion, analysis, presentation and debate process will contribute strongly to each students semester participation mark. From time to time you will be called on by the tutor to verbally present your analysis. Those students who have not prepared prior to class will be asked to leave the class.

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Specialist service report

Due: **In class week 13**

Weighting: **25%**

Students will be placed into groups in Teaching week 2. Groups can choose to study one of the following sectors:

- Hotels, travel, airlines, banking, retail (not online retail),

The major objectives are:

1. To demonstrate an excellent understanding of key services marketing concepts presented throughout the course
2. To strongly support your understanding of these concepts using current journal article research (literature review)
3. To identify the relevance of this material to your chosen service sector
4. To critically evaluate the service provided within your chosen sector using qualitative methods including;
 - a. in depth interviews (minimum of 8 x 30 minute to 1hr) OR
 - b. focus group research (maximum of 2 groups, 5-8 participants per group)
 - c. OR a mixture of both interviews and focus groups

NB. Your sample must be current users of services within the service category you have selected. You must develop an interview guide and transcripts must be included in your appendix

5. To develop managerial implications based on your theoretical and strategic critical analysis to improve service performance for providers within your chosen sector.

Content of report – ROUGH GUIDE & INITIAL THOUGHT STARTERS

Service Marketing Theory – The big questions

- ü Why is understanding service management and marketing important?
- ü What are the benefits if service provision is done well eg. Loyalty, retention, satisfaction, word of mouth recommendation?

- ü Select **one of the following** focal theoretical aspects of service marketing:

Managing customer complaints & service recovery

Managing customer service & relationships

- ü Why is this aspect important and what needs to be understood about it?
- ü Provide a literature review of services marketing theory in this focal area
- ü What does the literature say about this area, definitions, what has been investigated, what are the challenges, what are the opportunities, what needs to be better understood?
- ü What does the literature say about your focal theoretical aspect relative to your chosen sector/ industry
- ü What are the unique service challenges that it faces (i.e. contextualise the study)
- ü What are you going to therefore focus your qualitative research on in this report?
- ü What do you wish to investigate and how?

Analysis & Discussion

- Context – category; who, what, where, why, how?
- Key service issues defined, described, and their importance outlined
- Methodology – how did you collect your sample, table summary of their characteristics, demographics etc, how did you thematically analyse the material
- Discussion of findings in detail grouped around key themes identified by your research and linked back to the services marketing theory and/or theoretical framework you have presented
- Critical and integrated use of qualitative verbatim excerpts to illustrate your points – remember your task is to ‘tell the story’ of your participants and present rich, insightful analysis
- Critical evaluation of service challenges and major issues of concern highlighted

Recommendations & Managerial Implications

- Detailed recommendations developed for the category relative to your theoretical and practical findings – so what should firms in your sector do or focus on etc?
- Recommendations linked to critical evaluation of theory and data

Report is due to be submitted in your week 13 tutorial class and should be handed directly to your tutor.

The report should be no more than 3,500 words (excluding reference list, appendices, tables, figures, and abstract/executive summary but including in text references). Reports should be submitted in hardcopy (double-spaced; 12 pt). A copy of the final report should also be emailed to the tutor. A turnitin report outlining the similarity index should also be included with your submission. Referencing should be based on the Harvard Author-Date convention. Appendix should contain ALL INTERVIEW TRANSCRIPTS as well as INTERVIEW GUIDE. NB. The report is subject to peer review and therefore will be marked on an individual basis. Late submissions will not be accepted and will receive a zero. Failure to include a complete appendix with transcripts of focus groups and interviews will lead to an automatic deduction of 10 of the total 30 marks available. Exceeding the word limit will lead to a deduction of 10 of the total 30 marks available.

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Industry case presentation

Due: **In class week 8 and 9**

Weighting: **5%**

In week 8 and 9 students will be expected to present the theoretical aspects of their group report

including their journal article based literature review and the broad application of this literature to their industry sector.

The presenting group is expected to creatively and actively involve the audience in some aspect of their presentation. Not all members of the group need to present. All members should be involved in development of the presentation and content. Presentations will be marked on an individual basis through the use of peer review. The time limit is strict and exceeding it will lead to a deduction of a total of 1 of the 5 marks allocated. The presentation should be a maximum of 10 minutes in length. It should cover the following;

The presenting group will cover the following aspects;

1. Introduce the group and the topic angle.
2. Provide a detailed presentation of the theoretical topic drawing on research based evidence and insights from journal article and industry research.
3. Provide an example of how the theory may operate when applied to a specific industry sector based on your journal research
4. Class activity
5. Summarise the key take outs from the presentation topic on one slide and conclude

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Quiz

Due: **Week 6 (friday)**

Weighting: **20%**

Multiple choice test consisting of 50 multiple choice questions conducted over 30 minutes on the Friday of week 6 between 5am and midnight that day. This test assesses your knowledge of the chapters covered to date. Late attempts will receive a zero score. Quiz available via iLearn.

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Delivery and Resources

This course will be conducted in a weekly two hour lecture and weekly one hour tutorial format. Students will form into groups during the tutorials in Teaching Week 2.

3.2 Tutorial/ Group Sessions

Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2. Class sizes are limited.

You must sign on for your preferred session electronically. Once you are included in a tutorial, you **MUST** attend that tutorial and group only each week.

Changes must be formalized via the E-Student enrolment site.

The textbook to accompany this unit is:

Lovelock, C. H., Patterson, P.G. and Walker, R.H., *Services Marketing: An Asia-Pacific and Australian Perspective* (5th Edition), Sydney: Pearson Education Australia, 2011.

Copies are available in library in the reserve section.

Please note that old editions of this text do exist. You are welcome to use these, however you will need to cross-check the content of older versions with the 5th edition of the text on a weekly basis to ensure that you are reading the correct material. Cases in the old versions are different.

Technology used - iLearn.mq.edu.au

Changes from the last offering:

Group report weighted to 25%, previously 30%

Group presentation to 5%, previously no presentation

No exam, previously one exam worth 60%

Assignment 50%, previously 2 submissions worth 10%

Class quiz 20% previously no quiz

Unit Schedule

COURSE SCHEDULE

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<u>WEEK COMMENCING:</u>	<u>L, P & W Chapters</u>	<u>Tutorial Topic and Assessed Coursework</u>
<p>-</p> <p><u>Session 1:</u></p> <p>Course Introduction</p> <p>What is Services Marketing?</p> <p>VIDEO: Wellbeing</p>	<p>NA</p>	<p>-</p> <p>No tutorial this week</p>
<p><u>Session 2:</u></p> <p>New Perspectives - The Service Economy</p> <p>VIDEO: Mayo Clinic</p>	<p>1</p>	<p>Allocation of groups</p> <p>Journal article analysis</p> <p><i>Discussion question: Are goods unique from services or not? Justify.</i></p> <p><i>LOVELOCK: Classifying services to gain strategic marketing insights</i></p> <p><i>VARGO & LUSCH: Service dominant logic</i></p>
<p><u>Session 3:</u></p> <p>Behaviour, Culture & Service Encounters</p>	<p>2</p>	<p>Journal article analysis</p> <p><i>Part 1 Assignment: "The real concern of these notes is that the word "customer" may tend to dull our understanding of what we're really up to in higher education." Discuss arguments for and against this statement.</i></p> <p><i>KOTZE: Students as co-producers of higher education</i></p>

<p>-</p> <p>-</p> <p>-</p> <p><u>Session 4:</u> Customer Satisfaction and Service Quality</p> <p>Announce industry selections for report</p>	<p>11</p>	<p><i>DELUCCHI: A postmodern explanation of student consumerism</i></p> <p>Journal article analysis</p> <p><i>Part 2 Assignment: Is satisfaction enough in order to understand the customer-brand relationship? What should firms measure?</i></p> <p><i>JONES: Why satisfied customers defect</i></p>
<p>-</p> <p>-</p> <p><u>Session 5:</u> Managing Customer Service & Managing Customer Relationships</p>	<p>9 & 12</p>	<p>Case article analysis</p> <p><i>Part 3 Assignment: What marketing strategies would you recommend Singapore Airlines use to maintain its current extremely high customer satisfaction levels? Support your answers with reference to services marketing theory and airline industry practice.</i></p> <p><i>Case: Singapore Airlines</i></p>
<p><u>Session 6:</u> Customer Complaints and Service Recovery</p>	<p>13</p>	<p>Mid semester Multiple Choice Quiz (Friday 5am-midnight via iLearn)</p> <p>Journal article analysis</p> <p><i>Discussion question: How can organisations avoid service sabotage?</i></p>
<p>-</p> <p>-</p> <p><u>Session 7:</u> Report Session About qualitative research – What is it, how do we do it</p>	<p>NA</p>	<p><i>HARRIS: Exploring service sabotage</i></p> <p>Journal article analysis</p> <p><i>Discussion question: Select a service industry. What types of market research would you use to explore customers perceptions of the service and why?</i></p> <p><i>DESHPANDE: Paradigms lost reliability/validity and critical incident technique</i></p>

<p><u>Session 8:</u> Managing People for Service Advantage</p>	14	<p><i>Presentations</i></p>
<p><u>Session 9:</u> Developing Service Products</p>	4	<p><i>Presentations</i></p>
<p>-</p> <p><u>Session 10:</u> Positioning Services in Competitive Markets VIDEO: Marriott Hotels</p>	3	<p><i>Case article analysis</i></p> <p><i>Banyan Tree Case</i></p> <p><i>Part 4 Assignment: What is experience management and how do Banyan achieve this?</i></p> <p><i>Group work</i></p>
<p><u>Session 11:</u> Integrated Communications VIDEO: UBS</p>	8	<p><i>Journal article analysis</i></p> <p><i>Part 5 Assignment: To what extent is brand meaning socially constructed amongst customers?</i></p> <p><i>HENNIG-THURAU: The impact of new media on customer relationships</i></p> <p><i>Group work</i></p>
<p><u>Session 12:</u> Crafting the service environment</p>	10	<p><i>Group work</i></p>

<u>Session 13:</u> Course Review	NA	<i>Review</i>
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Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)

- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

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Assessment tasks

- Assignment

- Specialist service report
- Industry case presentation
- Quiz

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

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Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

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Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

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Consultation

Teaching staff are there to assist you. Please email them directly to confirm their consultation times.

Please remember that your Tutors is your first port of call for all queries relating to the course content and that you may contact them directly via email.

If your query relates to administration please post your question on the iLearn forum under the “Administrative discussion” forum.

There are several other specific discussion forums on the iLearn site that you may use to seek assistance from your peers, teachers and the teaching assistant staff of this unit. There are five forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Student-to-Student Discussion
3. Group report Discussion
4. Tutorial Discussion
5. Assignment Discussion

All important messages and announcements will be posted on the iLearn site regularly by staff and you must take the time to read these each week.

The iLearn site is a public forum that everyone in the unit is able to access and read. The site can be found at the following link:

<http://ilearn.mq.edu.au>

Lectures will generally follow a seminar format in which the emphasis will be on interactive discussion. A high level of involvement and constructive participation in classroom discussions is therefore expected of all students. Lectures will not be recorded and attendance is expected.

Students are expected to attend and participate in all tutorials during the semester.

Research and Practice

Writing Skills

The major assessment for this unit revolves around writing a report. This report allows students to develop their research and writing skills.

With regard to the development of writing skills students are advised to read the following resource copies of which will be made available in class.

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in Psychology*, John Wiley & Sons, Australia

This source also covers information on topics such as; writing style, critical thinking, report writing, referencing, structure, and plagiarism.

Researching Skills - Journals

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research
- Journal of Services Marketing

You can access these resources through the Library home page. Under 'research' select search for 'journals' and type the name of the journal.

4.3 Recommended Research Databases

You should also familiarize yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost:

- Academic Search Elite
- Business Source Premier
- Wiley Interscience
- Passport (Industry Reports)
- Google Scholar (only when logged in via the Macquarie University website)